



154

Building A Greater North Carolina

BIENNIAL REPORT 1952-54

DEPARTMENT OF CONSERVATION AND DEVELOPMENT

Gov. William B. Umstead, *Chairman of Board*

Ben E. Douglas, *Director*





State of North Carolina
Department of
Conservation and Development
Raleigh

BEN E DOUGLAS
DIRECTOR

GOVERNOR WM B UMSTEAD
CHAIRMAN OF THE BOARD

To His Excellency, Honorable William B. Umstead
Governor of North Carolina

Sir:

In accordance with the requirements of the Statutes of North Carolina, I have the privilege of transmitting to you, herewith, the report of the State Department of Conservation and Development for the biennium which ended June 30, 1954.

A great deal of time, thought and preparation have gone into the compilation of this report. It was my idea that we should give, as a preface of the activities of each division, a summary of their functions. This has been done so that the members of the General Assembly and other interested persons may know what our objectives are and what has been accomplished toward reaching these objectives during the past two years.

Emphasis has been placed on the development of home industry and the location of new industries in the State, as a means of providing a sounder tax basis. We are emphasizing in this report the efforts toward a well balanced economy which includes everything from the coast to the mountains.

Because we have attempted in this Biennial Report to provide the full picture of conservation and development in North Carolina, we plan to use it as one of our basic pieces of literature concerning the work of the Department; having in mind that in this small booklet there can be found the full story of the Department's efforts for a greater North Carolina.

Respectfully submitted,


Ben E. Douglas
Director

FRONT COVER

Symbolic of the spectacular advance of North Carolina in the first half of the 20th century is this sweep of supersonic jets over the Wright Memorial at the observance of the 50th anniversary of the First Flight, December 17, 1953, at the birthplace of modern aviation on North Carolina's Outer Banks.

**Fifteenth Biennial Report of the
DEPARTMENT OF CONSERVATION AND DEVELOPMENT
1952-54**

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BOARD OF CONSERVATION AND DEVELOPMENT

GOVERNOR WILLIAM B. UMSTEAD

Chairman of the Board

BEN E. DOUGLAS
Director

ERIC W. RODGERS
Assistant to the Director

MEMBERS OF THE BOARD

Miles J. Smith, First Vice-Chairman, Salisbury
Walter J. Damtoft, Second Vice-Chairman, Asheville
Charles S. Allen, Durham
W. B. Ansin, Jefferson
Carl Buchan, Jr., N. Wilkesboro
Seroop W. Enloe, Jr., Spruce Pine
Robert M. Hanes, Winston-Salem

Leo H. Harvey, Kinston
Charles H. Jenkins, Ahoskie
Amos R. Kearns, High Point
Cecil Morris, Atlantic
Hugh M. Morton, Wilmington
Henry Rankin, Fayetteville
*W. Eugene Simmons, Tarboro
T. Max Watson, Forest City

Evelyne Yelverton, Secretary

* Appointed July 17, 1954, succeeding Eric W. Rodgers, who resigned to accept appointment as Assistant to the Director.

DIVISIONS

Advertising
Commerce and Industry
Commercial Fisheries
Forestry
Mineral Resources
Parks
Water Resources, Inlets, and Coastal Waterways

Charles Parker
Dallas T. Daily
C. G. Holland
F. H. Claridge
Dr. J. L. Stuckey
Thomas W. Morse
*B. C. Snow

* Appointed July 6, 1954



BOARD OF CONSERVATION AND DEVELOPMENT

This photograph was made July 19, 1954, at the summer meeting of the board in Morehead City. Left to right:

Bottom row: Ben E. Douglas, Director; Miles J. Smith, 1st Vice Chairman; Governor William B. Umstead, Chairman; Walter J. Damtoft, 2nd Vice Chairman.

2nd row: Henry Rankin, Hugh M. Morton, Robert M. Hanes, Charles S. Allen.

3rd row: W. B. Austin, Leo H. Harvey, Charles H. Jenkins, W. Eugene Simmons.

Top row: Amos R. Kearns, Scroop W. Enloe, Jr., Cecil Morris, Carl Buchan, Jr., T. Max Watson.



A PURPOSEFUL PROGRAM

By GOVERNOR WILLIAM B. UMSTEAD

Chairman of the Board of Conservation and Development

The natural resources of North Carolina constitute an asset second only to our children. The latter, properly educated and trained, will have the opportunity when they attain their majority of using these vast natural resources to implement and further the progressive program which has been undertaken for the benefit of all our people.

However, if we are to preserve these resources for the benefit of future generations we must develop them in an intelligent manner and protect them from exploitation which may destroy their value for many years, if not for all time.

It is to this program for the future that the Department of Conservation and Development is dedicated. As I have said before, North Carolina is not only large in area and in population, but has so many varied types of natural resources that what helps develop one section helps to develop

the entire State. By cooperating, group with group, we can look forward with hope to making North Carolina the greatest State of the Union. How far we can go is limited only by our energy and courage in applying ourselves to full utilization of our natural resources, expanding our existing industry and attracting new industry. We have the opportunity of welding our economy into the diversified balance which will achieve our goal of better schools, better health, and better living in all respects for all our people.

This program is of tremendous importance because of the increasing demands for expanded State services. In my opinion these demands can be met, provided we continue to improve our agriculture, increase our commerce, conserve and develop all of our natural resources, make every effort to expand industries we already have and attract to our State as many new and diversified industries as possible.

I can think of no program that is more important to the economic well-being of our people than that of the Department of Conservation and Development. It is intended to bring about greater development and usage of every natural resource of our State from the shores of the Atlantic to our Western mountainous border. It is designed to awaken in our people a greater consciousness of the vastness of our natural resources and to encourage in them a desire for greater endeavor in their utilization.

I commend this program to our citizens and urge every member of the General Assembly and the others to whom this report may go to read the ensuing pages so that they may have a better understanding of the work of the Department of Conservation and Development, and therefore by being more informed may be able to give it a greater measure of support.



BEN E. DOUGLAS, Director

Toward A Cleaner, Greener, Finer North Carolina

Although the expansion of industry has slowed down, certainly temporarily, and though competition among the states for the acquisition of new industry is keener, we are showing improvement in North Carolina. This increase is due in no small measure to Governor Umstead's program in which he paramounts the work of this Department.

We lead the nation in the manufacture of textiles, tobacco and wooden furniture. We lead the southeast in all industry and agriculture.

The foundation for North Carolina's leadership in the New South is solid. We stabilized our tax structure at the same time that we maintained and improved public service. Other states, not so fortunate, are now having to levy new taxes and increase old rates to provide services required by modern living that North Carolina has already provided for.

We face the challenge of improving this enviable position by wiser use of our natural resources and by attracting new industries and new people to share both our advantages and the cost of providing them.

Toward this, within the biennium covered by this Report, we made substantial progress in the fields of forestry, mineral and water resources, commercial fisheries and commerce and industry of all kinds, including the vast tourist and recreational industry. We improved our position through diversification, notably by expansion in the fields of electronics, chemicals and specialty industries requiring high technical skills.

We achieved this progress without offering questionable lures or putting on give-away programs. We presented our advantages in terms of our better natural resources, our fair tax package, and our recognition of the fact that business goes where it is invited—and stays where it is well treated.

North Carolina's opportunities for growth continue unlimited. It remains an uncrowded State. We are isolated from war-vulnerable congestion. Our geography gives us ready accessibility to the greatest markets in the world. Our labor force is ample, willing and adaptable.

North Carolina stands on the threshold of its greatest era, and to its achievement the resources of the Department of Conservation and Development—working wholeheartedly with all others contributing to our State's forward march—are dedicated.

As a part of this Report, I would like to pay my respect to the Directors who have preceded me beginning with Brent S. Drane, the Department's first Director, to Wade H. Phillips, to Colonel J. W. Harrelson, to R. Bruce Etheridge, and to my immediate predecessor, George R. Ross, all of whom over a period of years built the splendid organization which I was called to head as Director on July 20, 1953.

Ben E. Douglas
Director
Department of Conservation and Development



Officials of the P. Lorillard Co., who attended the ground-breaking on June 23, 1954, for their \$13,000,000 tobacco plant in Greensboro. Left to right: Joseph J. Blacknall, vice president and Director of manufacturing; Ben E. Douglas, director Department of Conservation and Development; William J. Halley, president, and Herbert A. Kent, chairman of the Board of Directors of P. Lorillard Co. Establishment of the Lorillard plant was one of the industrial highlights in North Carolina during the biennium. It means that henceforth four of the five leading brands of cigarettes will be manufactured in the State.

A TREMENDOUS RESPONSIBILITY

Conservation and Development Benefits Every Citizen and Every Section

The Department of Conservation and Development was created by the General Assembly of 1925 and was charged with developing and conserving the natural resources of the State.

Included in these functions were development of commercial fisheries, conservation of the water resources of the State, exploration and development of the mineral resources, a vast program for forest protection and reforestation, creation of State parks, and the further economic develop-

ment of the State by attracting outside industries and by aiding in a program for development of home industries through the use of native products. In connection with these functions there was set up an advertising division to broadcast to the world at large the natural advantages of North Carolina for business enterprises, tourists and permanent residents from other areas.

The General Assembly vested control of the Department of Conservation and Development in a Board of 15 members. This Board was given authority to make rules and regulations for the purpose of performing the tasks laid down by the Legislature. The Board was empowered to set the policies and plan the programs and to enforce laws and regulations with respect to the various functions. In order to carry out these purposes the Governor of the State was authorized to appoint a director of the Department of Conservation and Development who would act as the executive and administrative officer for the Board.

The Governor is by law the chairman of the Board and the members are appointed by him to serve terms of six years each. These terms are staggered so that five terms expire each two years.

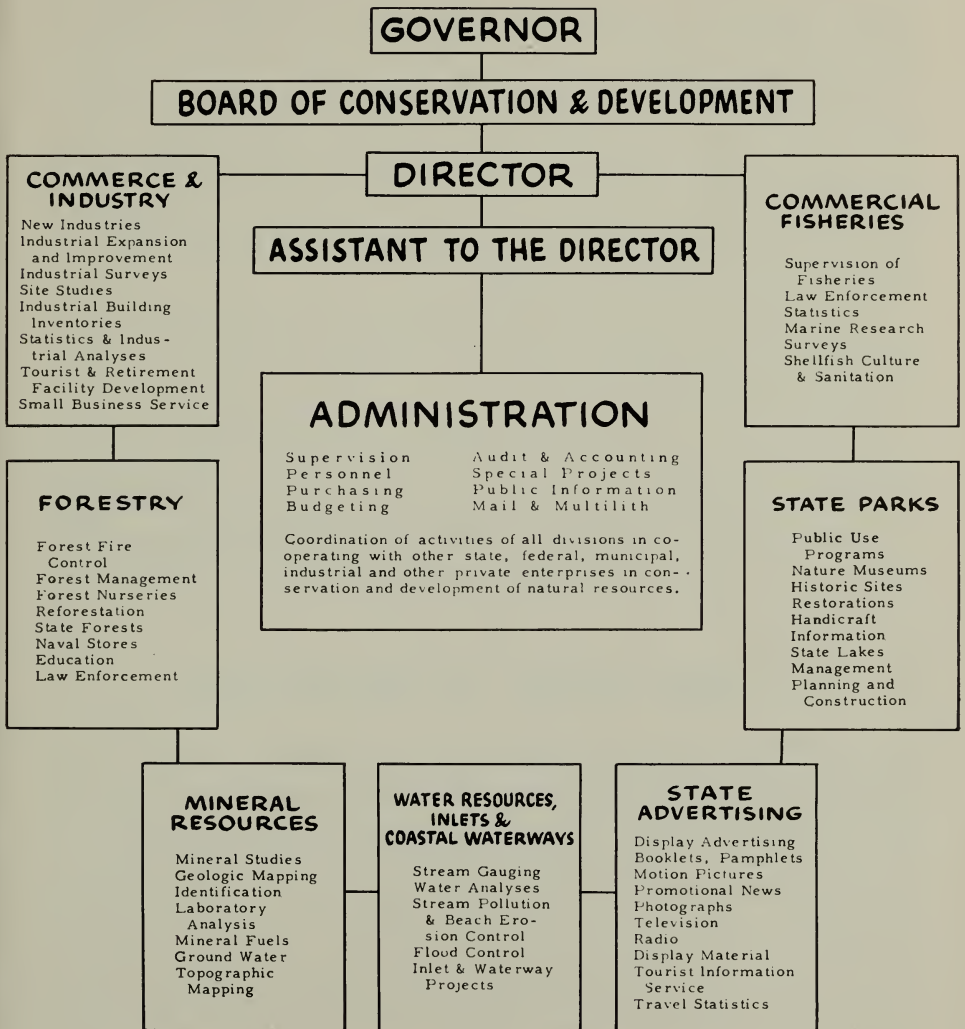
Because of the wide scope of activities it was realized that the full Board could not handle all of the functions prescribed by the General Assembly. Therefore, the policy-making and planning group has been divided into committees which function in various fields of activities and report to the Full Board at quarterly intervals. These committees conduct hearings with respect to the various activities and make recommendations to the full Board. The action of the full Board affirmatively is necessary before any of the proposed policy changes or regulations may become effective.

The standing committees set up to handle the activities of the Board are as follows: Commerce and Industry, Advertising, Forestry, Parks, Commercial Fisheries, Water Resources, Inlets and Coastal Waterways, and Mineral Resources.

Each of these committees works closely with the division head for the respective activities under its control.

The activities of the Department of Conservation and Development are so numerous that the work touches practically every section of the State and every phase of the business and economic life of the citizens. It is a tremendous responsibility which has been placed on the Board members by the General Assembly—a responsibility which is seriously accepted by all of them. Since the establishment of the Department in 1925 bringing together various scattered agencies of the State Government, there has been a great improvement in many phases of the State's life, due chiefly to the work of the loyal personnel of the Department, the zealous devotion to duty on the part of the members of the various boards which have served since that time and the wholehearted support which has been given the program by the Governors of the State and by the General Assembly.

PLAN OF ORGANIZATION



The Governor of North Carolina is named by law as the Chairman of the Board of Conservation and Development. The Vice Chairman is elected by the members of the Board and presides in the absence of the Governor. The Governor appoints the 15 members of the Board and the Director of the Department.

The Director of the Department of Conservation and Development serves as an ex officio member of the following groups: North Carolina Recreation Commission, Tryon Palace Restoration Commission, Zebulon B. Vance Memorial Commission and National Park, Parkway, and Forests Development Commission. He also serves as Chairman of the North Carolina Cape Hatteras Seashore Commission. He also may serve by nomination of the Governor and approval of the Board of Conservation and Development as a member of the Executive Committee of the Atlantic States Marine Fisheries Commission, but has the authority to designate his assistant as the permanent representative on this Commission. The Governor likewise may nominate either the Chairman of the Commercial Fisheries Committee of the Board or the Commissioner of Commercial Fisheries to fill this post in the place of the Director.

One member of the Board of Conservation and Development, by appointment of the Governor, serves as a member of the John H. Kerr Development Commission.

Two representatives of the Department or the the Board serve as Directors of the Institute of Fisheries Research of the University of North Carolina, these being named by the Board on nomination of the Director.

The Chief Engineer of the Water Resources, Inlets and Coastal Waterways Committee of the Board of Conservation and Development serves by law as a member of the North Carolina State Stream Sanitation Committee.

A BRIEF HISTORY OF CONSERVATION

It would be hard to say at what time in the history of North Carolina the citizens first became interested in conserving the natural resources of the State and the matter came before the General Assembly for attention and action. Some of the "Founding Fathers" spoke in terms which indicated they felt that the State had a priceless asset in its resources if they were properly conserved. William Byrd of Virginia in his "History of the Dividing Line" discusses the tremendous assets which he found in North Carolina of pure water and great schools of fish. As early as the latter portion of the 18th Century legislation was proposed and enacted providing for county supervision of the taking of fish from streams which constituted borders between counties, and for the protection of navigation in these streams.

The office of State Geologist was first created in 1823 to include supervision of the minerals and water resources. In later years this office was expanded to include agriculture and botany and in 1877 the Board of Agriculture was set up and took over these functions. In addition to geology, the Board of Agriculture established experiment stations and experimental farms and had general supervision over fisheries. The office of Shellfish Commissioner also was set up in this Department in 1887.

In the meantime, in 1829, the Literary Board was given control over swamp lands and this authority passed to the Board of Education in 1868, and remains with that Board.

Out of the first experiment station came the U. S. Experiment Station in 1887 under the Board of Trustees of the University of North Carolina and the Extension Service and the Land Grant Colleges. Under this same supervision the Minerals Research Laboratory was established in 1945.

The old Shellfish Commission gave place in 1895 to a chief inspector of shellfish, in 1901 to the Oyster Commissioner and in 1915 to the Fisheries Commission Board, which in 1927 was merged into the Board of Conservation and Development as a Division of Commercial Fisheries.

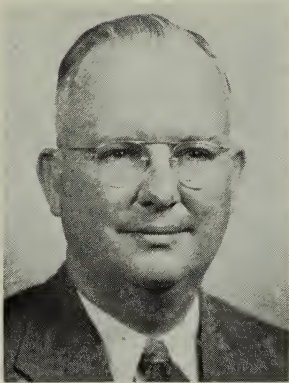
From the establishment of the State Geologist's position came the Geological Survey in 1891 with control over forests, minerals and water resources, and in 1905 the Geological and Economic Survey was established having control of fish, forests, minerals, soils, and water resources. A part of this was the Forestry Division and Division of Forests and Parks which succeeded it, and both of these moved into the Board of Conservation and Development in 1925.

The Audubon Society was set up in 1903 to supervise and protect birds and game and in 1907 became the Division of Game and Inland Fisheries of the Department of Conservation and Development, and subsequently was separated from the Board of Conservation and Development and became the Wildlife Resources Commission in 1947.

Working along as independent agencies during the years was the Board of Health which in 1925 was given supervision over seafood sanitation and stream pollution, and the Soil Conservation Board, which was established in 1937 and which has set up soil conservation districts in 83 counties of the State.

The Board of Conservation and Development was established in 1925 and was given overall control of some of these groups which were transferred from other Departments of the State Government. These included Forestry, Industrial Development, Minerals, Parks, Water Resources, Commercial Fisheries, and Game and Inland Fisheries. This latter was separated in 1947. In 1937 a Division of State Advertising was created under the Board of Conservation and Development.

ADMINISTRATIVE DIVISION



Operations of the Seven Divisions are Coordinated Through Director's Office

By ERIC W. RODGERS
Assistant to the Director

The administration of the Department of Conservation and Development is vested in a director who has overall control of the several divisions of the Department. He is charged with the function of seeing that the policies of the Board of Conservation and Development are carried out by the various divisions within the organization, and it is his further and very important duty to plan long-range programs designed over a period of years to conserve the resources of the State and provide for their greater development in the interest of all of the people.

In order that he may be able to devote the greater portion of his time to policy matters and planning for the future, there has been established the position of Assistant to the Director. The person holding this title is the administrative officer and liaison man of the Department insofar as matters of operation of the various divisions are concerned. It is his duty to handle matters which come before the division heads but require administrative approval, and to see to it that the various directives of the Board and the Director are channeled to the division heads and carried out. It is his further duty to arrange, insofar as possible, for smooth functioning of all divisions and to integrate the work of the various divisions in such a manner that there will be no overlapping of functions and programs requiring activity of one or more divisions.

The Administrative Division includes a finance office headed by an auditor, and in this section the budgeting, disbursing and auditing functions for the entire Department are carried out. There is also handled in the finance office all matters of personnel classification and employment within the Department.

Another section of the Administrative Division is the Information Office which is headed by an information officer. Through this section is channeled

all information and publicity dealing with the operations of the various divisions of the Department of Conservation and Development. The information officer cooperates closely with the press, radio, and television in furnishing desired data and in carrying on research for facts when such are not easily available. A clipping service of matters dealing with conservation and development in various portions of North Carolina is maintained in this section for the guidance of the Director of the Department and the heads of the divisions. There is also a reference library for the use of the staff members.

Another function of the Administrative Division is the Multilith and Mailing section. Here are printed hundreds of thousands of copies of releases and illustrated brochures dealing with various phases of life in North Carolina and the work of the Department of Conservation and Development, pamphlets which are demanded by the public in increasing quantities. Here also is handled the important task of dispatching hundreds of thousands of replies annually to letters from outside the State, requesting information about North Carolina resources, potential manufacturing sites and vacation possibilities. In this section the normal mail routine of the Department is handled and a messenger service is supervised.



DIVISION OF COMMERCE AND INDUSTRY

The primary objective of the Division is to promote industrial development in the State. The work has wide functions. Special emphasis is placed on: attraction of diversified industries requiring higher skills and wages; creation of industrial jobs in undeveloped areas; and the location in and near industrial centers of service and allied establishments for the benefit of existing manufacturers.

Considerable economic research and factual data are required on such subjects as: labor, transportation, waste disposal, power, sites, taxes, wage rates, water, housing, climatic conditions, construction costs, available buildings, educational facilities, community attitudes and recreation. The demand for such information grows with each new prospect and is of extreme importance in making effective presentations. Constant effort is exerted in obtaining and presenting basic data. The job is never complete. The need for keeping files up to date has grown tremendously.

The Division maintains files on available buildings suitable for manufacturing. Complete descriptions, photographs and blue prints are kept of all listed properties. Brochures have been published on more than 100 sites. Informational briefs have been issued on 22 subjects of interest to manufacturers. These briefs are continually revised to keep the information current. Directories of manufacturing firms are maintained and publications are issued and distributed on industrial opportunities.

The Division has an active Home Industries program.

Cities, towns and communities are assisted in setting up development corporations, preparing industrial brochures and working with active prospects. Similarly, cooperation is extended to railroads and power companies.

Sound progress requires careful planning. Logical lines of activity are determined and followed. To this end, an economic research and statistical program has been set up, one phase of which is to weigh demand for various types of products requiring the expansion of manufacturing facilities and attractions offered in North Carolina for such plants. The Division keeps abreast of migratory trends of industry and works toward attracting those seeking new locations. Being aware of probable future necessity for dispersion of key defense plants, studies are being pursued toward locating these in North Carolina.

The all-important function of the Division is to sell industry throughout the nation on the advantages of operating in North Carolina. These results are accomplished by calling on manufacturers, persuading them to visit the State for site and other studies, and by aggressive follow up salesmanship on the part of the Division's Development Engineers and the communities involved.

The Tourist Bureau serves the tourist industry of North Carolina by liaison with tourist groups and allied agencies. Tourist work shop clinics are held to promote better working knowledge and the continual improvement of the services and facilities provided for visitors.

NEW AND EXPANDING INDUSTRY

Over 340 New Industries Located in North Carolina During Two-Year Period

By DALLAS T. DAILY
Chief Industrial Engineer



Throughout the gubernatorial campaign, Governor Wm. B. Umstead stressed the necessity of further industrial development in North Carolina. His promise to make industrial development one of the foremost projects of his administration has been kept. The Governor has taken an active part in planning for the State's continued industrial growth and has given his full support to these measures designed to achieve this worthwhile result.

Thus interest on the part of the Chief Executive has become contagious and communities, business interests, and other development organizations have swung into action.

Industrial Development

During the past two years, 340 new industrial plants were established in the State, with investments totalling approximately \$101,000,000. These plants are creating 26,000 new jobs and additional payrolls to exceed \$66,000,000. In the same period, 173 plants expanded their operations by investing \$68,000,000 and creating 9,000 new jobs with \$23,000,000 in new payrolls. New plants and plant expansions totalled 513 construction projects, with \$169,000,000 being invested in manufacturing facilities. A total of 35,000 new employees will be required to man the new jobs created. New payrolls will amount to \$89,000,000 annually.

By industrial classification, new textile payrolls led all others with around \$16,000,000 followed closely by electrical products with more than \$15,000,000; and apparel with more than \$11,000,000.

Some of the leading names represented among the new projects were P. Lorillard and Company, Lithium Corporation of America, Seaboard Air Line Railway Company (shops and classification yards), Hammarlund Manufacturing Company, International Resistance Company (two plants), Cornell Dubilier Electric Corporation (second plant,) Pyramid Electric Corporation,

Sprague Electric Corporation, the Dean Company, Esso Standard Oil Company, H. P. Cannon and Company, National Spinning Company, the Bell Company and numerous others.

In addition to substantial progress in manufacturing, there has been a steady growth in the power industry. Two of the major power companies, Duke Power Company and Carolina Power & Light Company, expended during 1952 and 1953 approximately \$65,000,000 in the expansion of their generating facilities. During 1954, additional investments of around \$40,000,000 in generating facilities are contemplated by these companies. Virginia Electric Power Company started work on a new \$30,000 hydro plant near Roanoke Rapids in 1953.

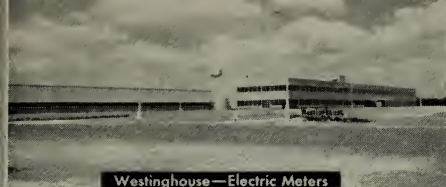
At the close of the biennium, the backlog of inquiries and promising prospects was possibly the largest in the history of the Division. By type, they reflect a continuation toward diversification, possibly even to a greater extent than ever before. There are numerous projects now pending where decisions seem on the verge of being made in favor of North Carolina locations. Among these are several in the light metal fields, electrical products, woolens and worsteds, and a variety of others.

Diversification: North Carolina's industrial growth until the last few years has been in rather restricted fields. In 1953, textiles accounted for 42.7 per cent of all goods manufactured in the State, while tobacco amounted to 25.3 per cent. Combined, textiles and tobacco represented 68 per cent of the value of all manufactured products.

These figures illustrate vividly the need for industrial diversification.



The nation's largest wood screw plant, Southern Screw Co., at Statesville, is engaged in a \$2,000,000 expansion program.



Westinghouse—Electric Meters



Collins & Aikman—Woolens



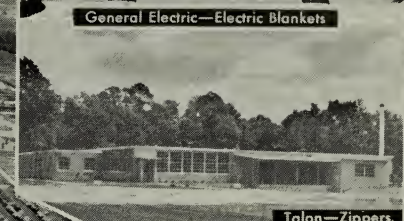
Olin Industries—Cellophane-Paper



General Electric—Electric Blankets



Celanese—Synthetic Fibres



Talon—Zippers



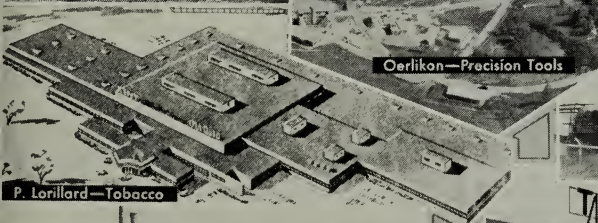
DuPont—Dacron



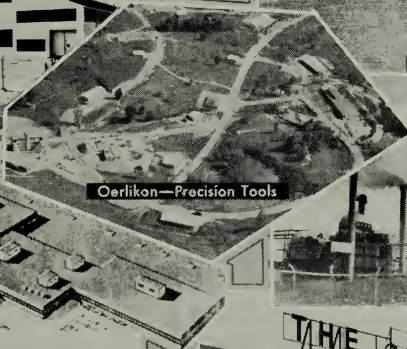
Babcock & Wilcox—Boilers



Western Electric—Electronics



P. Lorillard—Tobacco



Oerlikon—Precision Tools



Halifax Paper Co.



Enka—Rayon and Nylon



Manhattan—Shirts

NEW AND EXPANDING INDUSTRY

Leading the nation in textile, tobacco and wooden furniture manufacture and the Southeast in total industrial production, North Carolina also leads in diversification of industry. The plants pictured above, all of which were built, begun or expanded during the biennium, are symbolic of North Carolina industry from A to Z—Arms made in the Oerlikon plant near Asheville to zippers produced by the Talon plant at Woodland. Other industries pictured include electronics, synthetic fibres, woolen fabrics, paper, tobacco, machinery, chemicals, and garments.



Southern Furniture Exposition Building in High Point, to which a 66,000 square foot addition to cost \$460,625 is being built. Two formal and two informal furniture shows annually draws buyers from all over the U. S. to the South's furniture center.

With the concentration in such limited fields, it is evident that the State's economy will be more subject to fluctuations than if manufacturing rested on a broader base.

Special attention is being devoted by the Division toward diversifying industry. Already certain definite results are apparent as illustrated by substantial growth in such fields as electrical products, chemicals, food and feed products and apparels. Although any type of sound industry is welcomed in the State, the preponderant part of the promotional efforts are devoted to types of manufacturing which will diversify our economic structure.

Dispersion: The dispersion of industry into as many parts of North Carolina as possible is one of the objectives of the Division; that is, to direct the establishment of at least one industry in each of the approximately 500 communities.

The welfare of the State will be affected by the degree to which dispersal is realized and this will also help to maintain the balanced population which gives the State many of the characteristics in which North Carolinians take pride. The latest decennial census shows almost an even division among rural-farm, rural-non farm and urban populations. Increased mechanization on the farm has released workers for other vocations, creating a migration to urban areas. Manufacturing plants distributed through the rural areas will furnish increased job opportunities for many of the workers who would otherwise migrate elsewhere for employment.

The Division has circularized with personal presentations such industrial classifications as electrical products, woolens and worsteds, air conditioning, hats and laundry and dry cleaning equipment manufacturers.

Woolen and Worsteds: For several years there has been gradual movement of the woolen and worsted industry to the South. Foreseeing a more

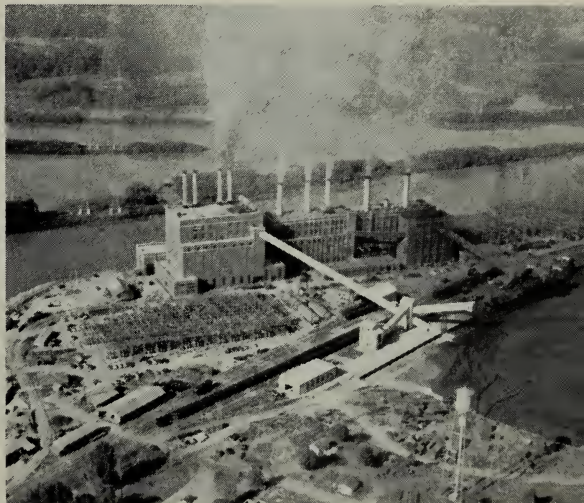
rapid migration of the industry, the Division initiated a vigorous follow-up of its report "Potentials of the Woolen and Worsted Industry in North Carolina."

Early in 1954, with the assistance of the Division of State Advertising, a special brochure was prepared for circularization of this industry. A special mailing list was prepared and the brochure was sent, along with a personal letter, to some 220 executives. This brought a pleasing response and several prospects were developed. Considerable data was prepared to show the distribution of the industry through the State and the South in order to appeal to collateral lines of manufacturing.

Particular attention has been given in the appeal to spinning, weaving and finishing. As a result, two new spinning plants have announced their intention of locating in North Carolina, the Bell Company at Lincolnton and Premium Spinning Company at Mooresville. The National Spinning Company began operations in a new plant at Washington in 1954, and another company now having a plant in the State has informed representatives of the Division that it will enlarge considerably its woolen operations. Sidney Blumenthal & Company, which already had plants at Rocky Mount and Wilson, now has a new unit under construction at Scotland Neck.

POWER

Three important electric power installations completed or placed under construction during the biennium are: right, Duke Power Company's Buck plant near Salisbury; lower left, Virginia Electric & Power Co., Roanoke Rapids plant as shown under construction, and lower right, Carolina Power and Light Co. plant at Lumberton.



Electrical Products: Several years ago, it began to appear that one of the more promising lines for future development in the State was electrical products and electronics.

The Division has carried out a study to determine the extent, rate of growth, and future prospects for this industry. The survey showed a remarkable growth during the last decade and a half.

In 1939, there were three establishments in the State, employing only about 60 workers. By 1947, the industry numbered 11 plants and employment had risen to 5,023. In 1953, the number had grown to 42 plants with around 22,000 employees engaged or scheduled for employment with the completion of projected units.

For various reasons, but principally because of the desire to be close to their markets, circularization of the air conditioning, hat, and laundry and dry cleaning industries has to date brought no results.

Home Industry

In the Home Industries field, a definite program is being shaped which will include the sponsoring and promotion of industries based on agricultural, forest, mineral and marine resources, and plants to support existing industries. Accomplishments to date include the location of the Dean Company which will be later referred to, and the location of such industrial operations as plants for the drying and storage of grain and the production of light weight aggregates.

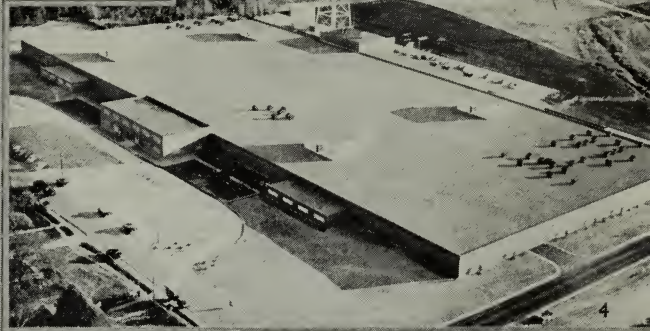
The indirect results are difficult to appraise, yet it is known that scores of small manufacturing operations have been started on a local basis since this program was placed in operation.

Wood Waste: A cooperative study of wood wastes in the State was undertaken under the direction of the Southeastern Forest Experiment Station at Asheville, with the Divisions of Commerce and Industry and Forestry cooperating. The amount, types and location of wood waste supplies will be determined as basic information to encourage the use of these materials in manufacturing operations. The report will be completed within the next several months.

While the survey has been in progress, preliminary data played an important part in convincing a manufacturer that North Carolina is the logical place for a plant. This firm, the Dean Company of Chicago, has selected a site at Rural Hall, where a plant costing approximately half a million dollars is under construction to produce chip board. It is contemplated that the project will furnish employment amounting to about 100 persons.

The new Southern Dairies plant at Charlotte is symbolic of the increasing importance of North Carolina as a distribution center.





ELECTRONICS INDUSTRY GROWING IN NORTH CAROLINA

Examples of the rapidly expanding electronics industry in North Carolina are pictured here. At the end of the biennium covered by this report, the manufacture of electrical products was carried on in 40 plants employing more than 20,000 workers. In 1939 only 60 Tar Heels were so employed! The plants pictured are: 1. Sprague Electric near Jefferson. 2. The Hammarlund plant under construction at Mars Hill. 3. Superior Cable Co., Hickory. 4. Cornell-Dublier plant at Sanford. 5. International Resistance Co., plant at Boone.



Site with a view was chosen by the Hadley Corp. at Weaverville, manufacturing cashmere garments. Wearing apparel valued at more than \$125 millions was made in North Carolina last year.

Research and Statistics

As the Division's activities expanded, it was essential that facilities for research and statistics be provided. This need is being met.

Logical fields for industrial development in the State are being studied and data is being assembled for use in approaching executives in categories of manufacturing which are determined to be promising. This information will show North Carolina as a profitable field for new plants.

Community Data: Basic in the Division's work with industrial prospects is data on the various communities of the State. To improve this information, a concise form was worked out for community data. In addition to brevity, the broadest possible scope was covered on the one compact sheet form. The sheets were sent to each community with the request that these be filled out and returned as quickly as possible in order to facilitate transmittal of basic information to industrialists.

To date only 23 forms have been returned completed. Seventy-five others lack certain details and are in process of completion.

Community Assistance Program

One of the first undertakings of the new administration was to coordinate and strengthen the activities of the Department and the various groups concerned with the development of the State, especially those in smaller towns where there is no paid personnel responsible for pursuing such efforts. Special invitations were extended to community leaders and individuals to attend Development Forums. The meetings, ten of which were held in as many centers, were attended by approximately 5,000 persons. The programs were of an educational nature, featuring speakers prominent in the industrial field. These business men recounted their experiences in the establishment of new plants, and gave excellent advice on procedure in making the communities more attractive to potential enterprises. Helpful pointers were given on methods of dealing with company representatives engaged in site studies.

Later reports from the various communities revealed that they profited materially from the information extended, and gained a better conception of their part and responsibility in the attraction of industry; also resulting in a closer coordination of their activities with those of the Department.

Workshops: As a follow-up to the Forums, a series of County Workshops was set up beginning January 7, 1954. As indicated by their title, the Workshops were informal round-table discussions with a small group of local people of the procedures and problems involved in community development.

Representatives of the Department gave the local groups, consisting mainly of official representatives of the communities, the benefit of their experience and advice on specific problems.

With a few exceptions, one Workshop was held in each county, with average attendance of about 15 persons at each meeting. Through the middle of April, 53 of the Workshops were conducted in 49 counties. It was found necessary temporarily to suspend the meetings because of the heavy demands on the staff occasioned by the intensified development program.

The increased staff, the broadening of the advertising program to include special messages to specific industries, and the intensified effort coordinated with more concerted action on the part of local communities will undoubtedly lead to the desired end of attracting to North Carolina an ever increasing number of desirable and diversified industries.



A new industry for the State—toys—being manufactured at the Carolina Toy Co., plant in Statesville.

Personnel Strengthened

During the biennium the Division of Commerce and Industry has undergone an important transition by resignations of experienced engineers and the necessity of replacements by men without specific training in the field.

The Home Industry program, which had virtually suspended because of the lack of personnel, was reactivated late in 1953. There have also been numerous changes in the secretarial and clerical staff.

The key activity of the Division of Commerce and Industry is the development program. Other phases are complementary and are intended to guide, assist, and supplement these efforts. The staff assigned to this activity has been steadily built up during the biennium and at its close was larger and stronger than at any time during its existence.

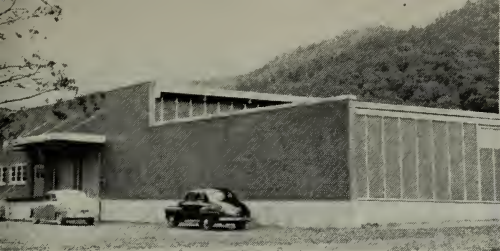
For the purpose of increasing the efficiency of the promotional work, the Development Engineers have been assigned to special fields. As far as practical each one devotes special attention to specific industrial categories. One specializes in the electrical products field; another in woolens and worsteds; another in air conditioning, etc. This procedure enables the various field men to become more familiar with certain industries and to learn terms and conditions particular to their assignments.

Conclusion

The increase in the staff, more intensive efforts, the broadening of the advertising program to include specific messages to certain types of industry which are being sought to round out the diversified industrial

American Thread Co. in Blue Ridge Mountains at Sevier, near Marion.

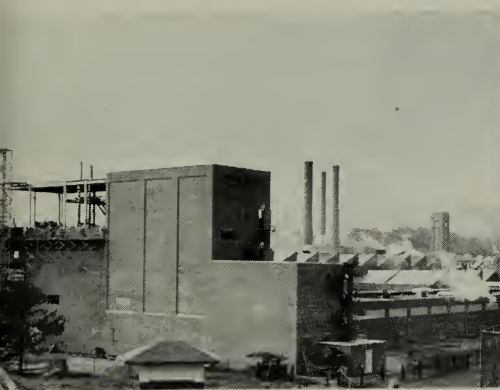




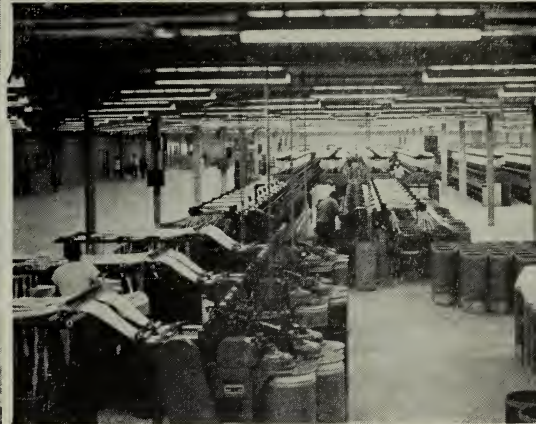
Goodall Sanford, Hot Springs



Hatch Mill, Columbus



Enka, Asheville



National Spinning, Washington
(Below) Timme Corporation, Wilmington



DIVERSITY IN TEXTILES

The five mills illustrated above produce blended yarns and fabrics and woolens. Three are in the mountains—Enka, Hatch and Goodall—Sanford, and two in Eastern North Carolina—Timme and National Spinning.

base will all contribute toward greater results in the future in the form of the location of a larger per cent of the active projects.

In looking forward, we must consider that virtually all states now have organized industrial promotion agencies offering greater competition and that the peak of defense plant program has been passed. However, the more favorable factors include the possibility of an active national industrial dispersion program, the migration of certain types of manufacturing, such as woolens and worsteds, the broadening civilian demands for manufactured products, and the obsolescence of some plants which must be replaced.

With competition becoming keener from other states, a strong aggressive program is essential if the State is to continue industrial growth at an ever increasing pace by bringing to the State the kind of industries and tourists that will contribute to making a "Finer North Carolina."



More than 600 Motor Courts, some with private lakes as shown, are a major factor in North Carolina's multi-million dollar tourist industry.

State Tourist Bureau

Tourist Workshop Clinics have been held in Asheville, Wilmington, Southern Pines, Nags Head, Blowing Rock, Fayetteville and Hendersonville. The attendances ranged from 50 to more than 200 people. The presentations at these clinics were made by panels of specialists in their respective fields, such as tourist routing, highway traffic, accommodations, food and merchandising.

Concrete results of these efforts are already in evidence. Local groups are being effected to determine means for making the best presentation to the tourists.

The program includes the assembling of information, the printing of attractive brochures, and their distribution throughout strategic areas for the purpose of attracting tourists and holding them for longer periods of time.

The Manager of the State Tourist Bureau appeared at the following other meetings: Conservation Forum at the University of North Carolina; Management Conference sponsored by Western North Carolina Highlanders, Inc., at Cullowhee; several meetings of the Restaurant Industry sponsored by the State Board of Health and the North Carolina Association of Quality Restaurants, where talks on consumer relations were made.

At the request of various tourist industry groups, conferences were held in the Governor's office, with the State Highway and Public Works Commission and the Department of Motor Vehicles, where highway routings and motor court problems were discussed.

The Department of Motor Vehicles, the State Highway and Public Works Commission, the State Board of Health, the Carolina Motor Club, the N. C. Association of Quality Restaurants, the N. C. Merchants Associ-

ation, the Petroleum Industries Committee, the chambers of commerce and civic clubs, have all extended excellent cooperation.

The Tourist Industry Bulletin, had favorable and wide acceptance. Excellent cooperation has been extended in its distribution by such allied trade groups as the N. C. Service Stations Association, the N. C. Association of Quality Restaurants, the Asheville Chamber of Commerce, the Western North Carolina Highlanders and the Dare County Tourist Bureau.

Mailed with one issue of the Tourist Bulletin was a questionnaire entitled "Who Are You?". Approximately 300 were returned by the operators of accommodation facilities in the State. These responses have given information which will enable the Division to determine travel trends in the various areas, and also a check against the mailing list, which mailing list has been more than doubled in the last six months.

The Motel operators, with the cooperation of the State Tourist Bureau, have effected the organization of a state-wide motel association. Several meetings were held and on June 4 a permanent organization was set up. The creation of such an organization is a most important step, not only toward attracting more tourists, through cooperation, but, also because improved service to visitors can be rendered.

Steps are being taken toward a study of methods by which a true evaluation of the economic worth of the tourist industry to the State can be made.



Big new tourist drawing cards include the Cape Hatteras National Seashore, under development on the Outer Banks.

COMMERCIAL FISHERIES DIVISION

The statutory law of North Carolina gives the Department of Conservation and Development, through its Commercial Fisheries Division, supervision over commercial fishing in the waters of the State. This includes also oystering, shrimping, clamming and other activities of related nature.

The Board of Conservation and Development is charged with the conservation and development of these natural resources of the sea and is empowered to make such rules and regulations, not in conflict with statutory law, with respect to types of equipment to be used and seasons for the various activities. The power of taxation is reserved to the Legislature except where expressly delegated to the Department of Conservation and Development. Funds which are collected in the form of levies upon the fishermen are returned to the Commercial Fisheries Division for use in carrying out the purposes of the law, and, in addition, the General Assembly biennially appropriates additional funds for the work.

Acting on the general authority granted it, the Board of Conservation and Development has undertaken to set seasons and to control types of equipment in such a manner as is deemed to be in the best interest of the fishermen themselves, but only after public hearings are conducted and after consultation with those who engage in fishing.

There is a huge commercial fishing operation in the State's waters for the purpose of manufacture of fertilizer and its by-products which likewise comes under the control of this Board, but is separate and apart from the activities with respect to the edible products.

The State of North Carolina has a program whereby all natural oyster beds or reefs are reserved for State purposes solely. These are used for the propagation of oysters to be planted on the public and private beds of the State. In addition, there are a large number of oyster beds which are controlled by individuals through leases. In its oyster propagation activities the Board of Conservation and Development conducts a continuous program for the planting of shells as well as seed oysters. There is also a very definite agreement with the State Board of Health with respect to control of pollution of oyster grounds. The State requires a return of one half the shells each year from those who process the oysters, for planting.

The Board of Conservation and Development also supervises the shrimping industry and has in recent years opened up the areas to night shrimping with tremendous increase in the volume, dollars-wise, of the industry. Certain seasons are set for shrimping and the shrimpers are closely supervised. Out-of-state trawlers are permitted in the inland waters of North Carolina provided the states from which they come do not have regulations barring North Carolinians from their inland waters. Also, all shrimp taken in the sounds of North Carolina are required to be processed through North Carolina ports. While the State maintains its jurisdiction to the three-mile limit over shrimping no attempt is made to prevent the activities of trawlers from other states in these outside waters except that they are required to abide by the usual license regulations.

NEW WEALTH FROM THE SEA



Commercial Fisheries Produce Shell and Fin Fish Valued at Nearly \$20,000,000

By C. GEHRMAN HOLLAND
Asst. Fisheries Commissioner

During the past two years as the result of decisions of the United States Supreme Court affecting the operations of out-of-state trawlers in the territorial and inland waters of the various states, it has been necessary to revise considerably the policies of the Division of Commercial Fisheries. This revision has been a very important matter because it involved both the protection of the rights of our own fishermen and shrimpers in the inland waters of the State and the friendly relationships and reciprocal agreements with those following the sea from other states.

A number of hearings and conferences were conducted with the fishermen and shrimpers, and with the Attorney General and members of his staff. As a result a regulation designed to protect the shrimpers was worked out whereby reciprocal privileges were granted in our inland waters to those from other states which granted similar reciprocal privileges. The out-of-state shrimpers and fishermen have the same rights in our territorial waters that are granted to native North Carolinians. The new plan appears to be working smoothly in its first year of operation.

The shrimping industry has become paramount in the overall picture during the past two years because of the phenomenal catches which resulted in 1953 from the opening of the sounds to night shrimping. The catch for that year was considerably larger than it had been in many years, insofar as the records show, and the price was strong. During the first six months of the calendar year 1954 the shrimping season has not been as good due to a variety of reasons, chiefly weather conditions, but the night shrimping seems to have had a test of more than three years in which it has proved effective for the shrimpers.



Menhaden trawlers, catching fish that yield valuable oil used in manufacturing paint, soap and other products, are an important factor in making commercial fishing a multi-million dollar industry in eastern North Carolina.

VALUE OF CATCH INCREASES

The total overall value of the fishing industry for the biennium was **\$19,577,478.00**. This represented an increase from the total value of the previous biennium which was **\$16,367,632**.

As shown by the table at the end of this report the catch of food fin fish has advanced considerably since the last report. This is also true of the menhaden fishing activities. An enlarged program for oyster cultivation has been undertaken and the results are apparent in the increase in tubs of oysters and the overall price received. In the first year of the biennium the take of clams was small but this improved greatly during the second year, although the total take was not equal to the previous biennium. Both in terms of catch and money received the take of soft shell crabs was more advantageous to those plying the trade. There was a slight diminution in the take of hard crabs with the consequent decline in total revenue, and this was also true of escallops.

The dealers realized a nice sum from the scrap from food fish and the value of oil, meal and solubles from the menhaden catch added greatly to the revenues, as shown in the table.

Wholehearted Cooperation

The Division of Commercial Fisheries has had the wholehearted support of Governor William B. Umstead and the members of his administration. The members of the Board of Conservation and Development have been most cooperative and helpful in working out the problems of the fishermen. As a result of this strong support it is the opinion of your Assistant

Commissioner that the men in the seafood industry have a new realization of the work of the Division and appreciate the deep interest in their welfare. All of this is proving to be a very helpful factor in carrying on the work and has brought about a new spirit of friendliness and cooperation among the fishermen themselves. This Division is also indebted to the Director of the Institute of Fisheries Research and his capable staff for a tremendous amount of help in working out various problems incident to doing a good job. The Division depends entirely on the Institute for scientific advice and research and this has been freely and generously given.

The present Assistant Commissioner of Commercial Fisheries took office November 1, 1953, and has been engaged since that time in a continuing effort to further the interests of the fishermen and to improve their economic situation. Numerous meetings have been held at which common problems were discussed.

Flagship of the North Carolina fisheries patrol fleet, the Q-91, is shown anchored at the Fisheries Division headquarters in Morehead City.





Shrimp processing is a job for deft fingers. This is a scene typical of large shrimp producing centers.

SANITARIAN'S REPORT

The report of Mr. N. McKeithen Caldwell of the Shellfish Sanitation Office of the N. C. State Board of Health shows that North Carolina's Shellfish Sanitation program continues to maintain a high rating on the basis of inspection by the United States Public Health Service. Certificates for dealers were issued to 69 handling crab meat, 59 shucking plants and 119 shellstock dealers. Inspections totaling 1,761 were made of these plants. Technical assistance was furnished 12 new shellfish plants. The State Laboratory of Hygiene furnished a bacteriologist who examined 826 water samples and 211 shellfish samples and studies were made of five polluted shellfish growing areas, but it was not found necessary to recommend closing of any additional shellfish areas. Other studies are scheduled for the future.

New Patrol Boats

In order to handle the affairs of the Division more efficiently, four boats have been added to the fleet, two of which are capable of operating 30 to 35 miles per hour. New engines have been installed in the "Cape Fear" and the "Croatan." The fleet is now composed of eight boats equipped with radio telephones and an interconnecting radio telephone system in the Commercial Fisheries headquarters at Morehead City. We also have four smaller boats for shallow water work and short patrols.

In closing this report as their new Assistant Commissioner I wish to express my great appreciation to the fishermen and the fish dealers for their interest and cooperation in working out mutual problems.

BIENNIAL RECORD OF CATCHES AND RECEIPTS

Kinds of Fish	Total Catch	Value By-Products	Value to Fishermen
Oysters (tubs)	335,593	\$ 838,903
Shrimps (lbs) Heads Off	13,457,006	4,037,101
Clams (bu)	130,742	261,484
Crabs, soft (doz)	52,009	52,009
Crabs, hard (lbs)	10,295,125	257,378
Escallops (Gal)	9,145	26,863
Food Fish, all (lbs)	78,076,324	5,155,106
Scrap (lbs) from food fish	9,368,635
Value of scrap from food fish to Dealers	\$ 468,431
Menhaden (No. of Fish)	406,429,700	2,438,574
Menhaden (Gallons of Oil)	3,454,647
Value of oil to Dealers	1,727,327
Menhaden Fish Meal (tons)	29,579
Value of Meal to Dealers	3,996,125
Menhaden Solubles (gallons)	5,766,556
Value of Solubles to Dealers	318,177
		\$6,510,060	\$13,067,418

Public oyster bottoms are replenished by planting shells, an important operation of the Department of Conservation and Development.



DIVISION OF FORESTRY

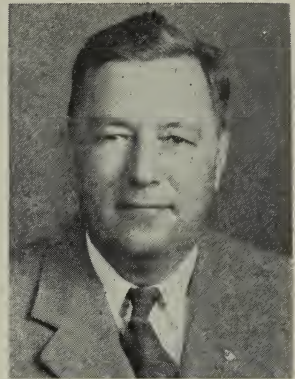
The Forestry Division, often called the State Forest Service, is designated by State law to "have charge of the work of forest maintenance, forest fire prevention, reforestation, and the protection of lands and water supplies by the preservation of forests, etc." The State law also carries specific authorization "to arrange for and accept such aid and cooperation from the several United States Government Bureaus and other sources as may assist in carrying out the objectives of the Department." This forestry program covers the following broad activities:

1. **Forest Fire Control**—Administered by the Forestry Division in financial cooperation with the several counties. Currently, 88 of the 100 counties are thus under cooperative fire protection by the State. The Division conducts the work in the counties through its salaried full-time County Ranger or County Forester, who reports directly to one of 12 District Foresters. The Division owns and operates 122 forest fire lookout towers, its own radio communication net, and a considerable amount of forest fire fighting equipment, consisting of tractors, fire plows, specially equipped trucks, etc.
2. **Forest Management Advice and Service**—The Division has a currently authorized strength of 56 trained Foresters. Some are assigned largely to the fire control program, some to the forest nurseries-reforestation program and some to forest management service. But all Foresters of the Division are available for the vital work of advice and service, under certain conditions, to forest owners and operators in the management of forest land. All Forest Rangers of the Division are likewise available as sources of information on both forest management and reforestation.
3. **Forest Tree Nurseries and Reforestation**—The Division operates the State's three forest tree nurseries, one in Johnston County, one in Henderson County, and one in Wayne County. The Wayne County nursery has been recently purchased and will be in production in 1954. The forest tree seedling distribution for the 1953-54 planting season was 16¾ million. These seedlings are sold for forest and windbreak planting at varying prices (\$3.00 per thousand f.o.b. destination for the several species of pine.)
4. **Information and Education**—There is available considerable literature on forestry, most of which is free upon request to the Information Office of the Department. This literature is particularly valuable to teachers, pupils, etc.
5. **Administration of State Forests**—Thus far, the State operates only one State Forest, the 36,000-acre Bladen Lakes State Forest in Bladen County. It is administered by the Division and is an excellent example of the management of low value land under good forestry practices.
6. **Forest Tree Insect and Disease Control**—A recently established branch of the Division, actively engaged in the control of forest tree insects and diseases. Outbreaks of southern pine beetle and oak wilt in North Carolina are being studied and control measures initiated.

DEVELOPING VAST FOREST RESOURCES

New Facilities and Beneficial Legislation Improve Forest Protection

By FRED H. CLARIDGE
State Forester



Public support of the Forestry Division during the biennium has been most gratifying. Among the significant developments during this period have been the beneficial legislation passed by the General Assembly of 1953, the effective control of forest fires during the extremely hazardous Falls of 1952 and 1953, purchase of an airplane for detection and aid in the suppression of forest fires, the purchase of a new State forest tree nursery in Wayne County, with an estimated capacity of from 20 to 25 million seedlings, the production and distribution during the planting season of 1953-54 of 16¾ million seedlings, the employment of an Industrial Forester to work with industry in promoting better practices in the wood-using industries, and the employment of an Insect and Disease Control Forester with the activities to bring under control epidemics of the southern pine beetle, and the oak wilt disease.

The untimely death of Joe Herlevich, District Forester at Whiteville, the turn-over in personnel, and the addition of two new districts have necessitated considerable shifts in the personnel of the organization.

The 1953 General Assembly passed three important laws sponsored by the Department: The Insect and Disease Control Law, giving the State Forester broad powers in the controlling of forest tree disease and insect epidemics; a change in the Brush Burning Law, allowing brush burning without permit after four p.m. in the afternoon during the fire season months; and a law permitting the Governor to close the woods during hazardous forest fire weather. Another law, known as the Seed Tree Law, which was sponsored by outside conservation agencies, was finally passed and applied to only one county—Gates.

Forest Management

Expanding the forest management services to the timber landowners of the State with already existing budget and facilities is the chief aim of the Forest Management Division.



State Forester Fred H. Claridge inspecting loblolly pine seed beds at the recently established State Forest Nursery in Wayne County. The distribution of forest tree seedlings in the season 1953-54 was over five million more than in the previous season.

Management services are now available in 71 counties and limited management services in the remaining 29 counties.

The outstanding feature of this activity is that the private landowner is given in-the-woods advice and services on how best to manage and market his timber.

Ten Service Foresters are at present employed to give tree marking service and forest management advice to landowners. Currently some 20 to 25 million board feet of timber are marked for cutting on individual landowners' tracts. This is about two per cent of the timber cut annually in North Carolina. However, the service of tree marking is new and each year will find more and more marked timber cut.

PROGRESS IN FOREST MANAGEMENT SERVICE TO LANDOWNERS

	Prior To This Biennium	During Biennium 1952-1954	Total To Date
No. of Examinations Made	4,268	2,243	6,511
Total Woodland Acres Examined ..	1,401,108	189,677	1,590,785
No. of Tracts Marked	1,544	1,129	2,673
Acreage Marked	52,559	22,181	74,740
Board Feet Marked	133,248,000	52,667,000	185,915,000
Cords Marked	39,657	21,716	61,373
Applications Not Acted Upon		206	206
Acres Given Planting Assistance ..		3,454	3,454

A new position was authorized for an Industrial Forester. The position was filled in September, 1953, and gives a much needed contact with sawmill men and wood-using industries. Six sawmill conferences at portable mill locations were attended by 170 operators and sawyers. In addition, this Forester organized the Timber Resources Review for North Carolina.

NURSERIES

The Division operates the State's three forest tree nurseries, one in Johnston County, one in Wayne County, and one in Henderson County. These three nurseries have a total estimated capacity of approximately



Office and packing shed constructed at the newly purchased Little River Nursery in Wayne County, authorized by the General Assembly of 1953. Production capacity of the Nursery will be between 20 and 25 million forest tree seedlings per year when fully developed.

40 million seedlings annually. The tree seedlings are sold for windbreaks, erosion control, and forest plantings at varying prices (\$3.00 per thousand, f.o.b. destination, for the several species of pine).

The new nursery authorized by the Legislature has been established near Goldsboro on Little River, and is known as the Little River State Forest Nursery. Some 90 acres of excellent sandy loam soil have been acquired. Plans for the layout of this nursery have been completed and at present the office, packing building, oil house, and two domestic water pumps have been completed. In addition, work is now progressing rapidly on the nursery superintendent's residence, the underground and overhead watering system, and irrigation pump. It is estimated that this nursery will have an annual capacity of 25 million seedlings when it is fully developed.

Production at the Holmes Nursery near Hendersonville has been increased and approximately five million seedlings, mostly white pine and some yellow poplar, are raised annually in this nursery.

The State Forest Nursery near Clayton has an estimated production of approximately 10 million seedlings. Due to the heavy demands in the past, this nursery has been over-producing, at the rate of 15 to 18 million

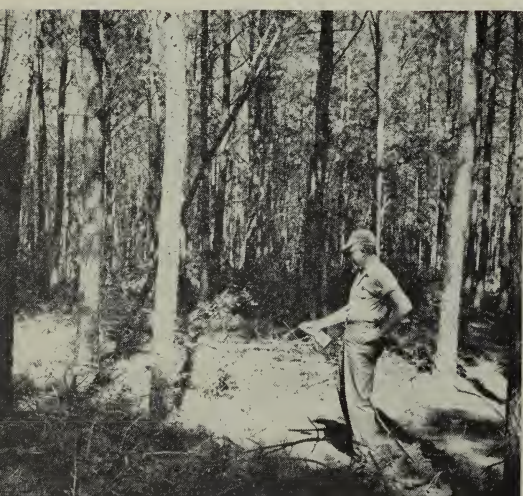
seedlings annually, at the expense of soil depletion. With the production at the new nursery, less seedlings will be raised at the Clayton Nursery.

DISTRIBUTION OF FOREST TREE SEEDLINGS BY SPECIES

Species	1950-51	1951-52	1952-53	1953-54
Black Locust	17,050	41,900	30,525	25,800
Black Walnut	3,450	13,000	7,850	10,627
Loblolly Pine	6,098,500	9,577,840	7,787,550	9,700,760
Longleaf Pine	349,100	513,650	418,850	789,487
Red Cedar	254,630	705,500	618,500	626,910
Shortleaf Pine	393,100	295,150	822,850	749,600
Slash Pine	162,850	328,100	1,189,000	2,625,750
Yellow Poplar	194,040	236,350	226,650	277,300
White Pine	787,400	1,059,550	1,272,400	1,924,800
Miscellaneous	28,700	34,270	28,530	45,150
TOTALS	8,288,820	12,805,310	11,402,705	16,776,184

DISTRIBUTION OF FOREST TREE SEEDLINGS BY CLASS OF COOPERATORS

Class of Cooperators	Biennium 1952-54		Cumulative Grand Total	
	No. of Cooperators	No. of Trees	No. of Cooperators	No. of Trees
Farmers	5,432	11,033,367	18,864	43,861,924
Industries	87	12,336,730	317	31,818,949
Schools	82	341,895	534	2,243,284
State	25	1,585,622	183	3,320,786
Clubs & Organizations	36	110,675	2,602	559,403
Municipalities	15	105,100	50	446,124
Federal Agencies	14	868,300	67	8,151,230
Others	310	1,798,200	444	6,336,913
TOTALS	6,001	28,179,889	23,061	96,738,613



Forester marking trees for harvest on the Bladen Lakes State Forest. Similar services are available to private landowners under the Forest Management program.

Forest Insect and Disease Control

This branch of the Forestry Division was formed under the law passed by the General Assembly of 1953. Work was started on an epidemic of the southern pine beetle on privately owned land in the vicinity of Marion, North Carolina. Some 4,000 trees have been treated with sprays by a crew of seven. This work is a cooperative project under the Federal Forest Pest Act. Some wood was salvaged by the Champion Paper and Fibre Company from the infected trees.

A 100 per cent survey for oak wilt in the western counties of North Carolina was started in June, 1954, with the hiring of two crew members, who will spend most of their time making the survey from the air and in ground checking. This disease is of serious proportions in the mid-western states and has been found in Western North Carolina.

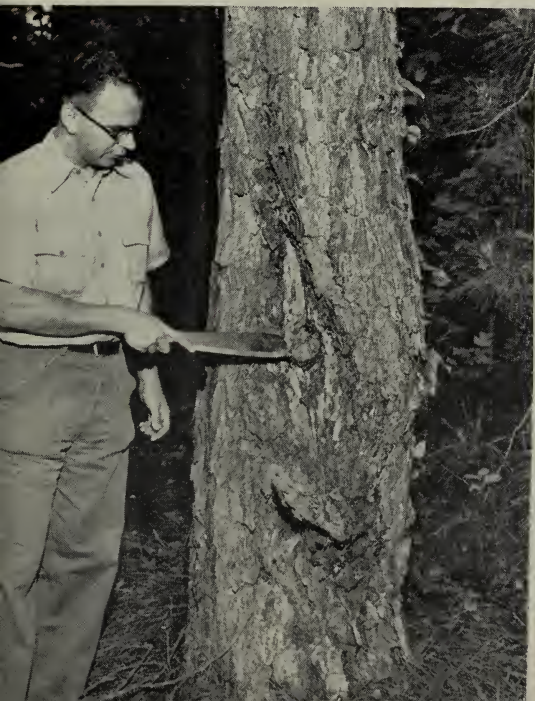
Publications

In March of 1953, "Common Forest Trees of North Carolina" was reprinted in the sixth edition, of 10,000 copies. This booklet was so popular that at the end of the biennium there were less than 2,000 copies left. A small charge is made for each booklet.

In addition, "Hints on Planting Dogwood" and "Forest Tree Seedlings and How to Plant Them" were also reprinted.

Destructive canker produced on mature loblolly pine by fusiform rust is shown being sprayed in forest conservation program. Insects and disease cause great damage to North Carolina's forests.

Member of beetle control crew spraying felled pines with oil spray as a part of the effort to control the southern pine beetle epidemic near Marion, in spring of 1954. The General Assembly of 1953 gave broad powers to the Forestry Division in the control of insects and diseases.



Forest Fire Control

During the period covered by this report, the forest area protected by the Division has been increased by approximately 13,642 acres.

The Federal Government, under the provision of Section 2 of the Clark-McNary Law, continues its financial cooperation with the State. The amount of funds made available to the State, under the provision of this law, is based largely upon the actual State appropriation for forest fire control.

Supervisory Personnel

A fairly heavy turn-over in all grades of supervisory personnel continued during the past two years.

The State is now divided into twelve forestry districts which, as of June 30, 1954, were located as follows:

D-1 Asheville	D-5 Rocky Mount	D-9 Sylva
D-2 Lenoir	D-6 Fayetteville	D-10 Lexington
D-3 Rockingham	D-7 Elizabeth City	D-11 Chapel Hill
D-4 New Bern	D-8 Whiteville	D-12 Belmont

Present Organization

As of June 30, 1954, there were 88 counties cooperating with the Division of Forestry in forest fire control.

County Cooperation

Work has been continued in financial cooperation with the 88 counties under forest fire control, with work being based on the county as a unit. This form of cooperation has met with widespread support from the various counties. The Department cooperates with the various counties on the basis of their ability to pay as indicated by each county's taxable wealth. The counties pay from 25 to 40 per cent of the total cost of fire protection within the county.

As of June 30, 1954, there were 12 counties, representing 1,353,246 acres, in the State still without any form of forest fire control.

Private Cooperation

Financial cooperation was continued with private forest owners who agree to pay an annual amount used to supplement other available funds to provide more intensified fire protection to their lands.



Foresters of the North Carolina Forest Service checking flight plans for use of airplane in spotting fires. This method of assistance to ground crews for observation and supervision of forest fire fighting has proven of great value.

Cooperative Projects

During the 1953-54 fiscal year a cooperative study was undertaken with T.V.A. to determine the actual cost to adequately protect timberlands in the mountain counties.

Detection System

The Division now operates 122 lookout towers. In addition to the State-operated towers, there are 42 Federally-owned towers which cooperate with the State in reporting fires. The purchase and operation of an airplane has supplemented the tower network and aided the ground crews materially.

Forestry Division Communication

The Division now owns and operates 363 two-way radios and 665 miles of telephone lines.

Permanent Improvements

New district warehouses were constructed at Chapel Hill and Belmont for the two newly formed District Headquarters. In addition, four tower-men dwelling houses were constructed at some of the remote towers.



A forest fire destroys young timber in Columbus County. Area protected by the Department of Conservation and Development increased by over 13,000 acres in biennium and now embraces over 15,000,000 acres.

Forest fire on Dare County mainland—Eastern North Carolina. Loss from fire during 1953 amounted to \$1,095,000 burning over 131,000 acres of woodland in the State.



A fire report goes out by radio from one of the 66 radio-equipped towers forming part of the system of 122 towers.



FOREST FIRE STATISTICS FOR STATE PROTECTED AREAS BY CALENDAR YEARS

	1950	1951	1952	1953
Area under Protection—Acres	15,152,825	15,423,775	15,553,146	15,566,788
Number of Fires:	4,020	3,377	3,768	3,143
Causes of Fires:				
1. Campers and Hunters	365	311	339	433
2. Brush Burning	1,157	1,120	1,343	951
3. Incendiary	851	580	661	491
4. Lightning	18	25	96	47
5. Logging	70	95	125	137
6. Railroads	170	74	93	60
7. Smokers	1,078	895	831	723
8. Miscellaneous	311	277	280	301
Totals	4,020	3,377	3,768	3,143
Area Burned:				
Forest Land	420,919	164,775	231,994	131,077
Open Land	40,199	21,643	66,050	22,459
Totals	461,118	186,418	298,044	153,536
Damage:				
Forest Land	\$1,450,249	\$564,203	\$323,436	\$1,051,050
Other	30,995	82,694	426,581	193,704
Totals	\$1,481,244	\$646,897	\$750,017	\$1,244,754
Law Enforcement:				
No. Fires Resulting in Law Enforcement Action	921	806	926	638
FINANCES: Fiscal Years	1950-51	1951-52	1952-53	1953-54
Appropriation by Counties	\$172,054	\$194,552	\$221,709	\$263,976
Appropriation by Private Owners	20,680	20,792	25,203	29,874
Appropriation by State	378,125	479,135	528,184	572,243
Transfer from Preceding Year	38,606	84,152	0	0
Rentals from Employees	3,259	5,397	5,063	5,375
Appropriation, Federal Government	254,126	263,922	278,676	293,977
Presuppression Fire Lines	2,048	5,155	3,912	3,997
Total Appropriations	\$868,898	\$1,053,105	\$1,062,747	\$1,169,442
Available Funds:				
Per Acre Protected	5.6 cents	6.7 cents	6.8 cents	7.5 cents

Forest Fire Statistics

The forest fire statistics for the past four years are shown in the statistical chart. In evaluating these statistics, the following factors must be kept in mind:

1. Climatic conditions which are all important in the actual suppression of forest fires.
2. Funds available represented about one-half the amount needed for adequate protection.

Conclusion

The goal of State-wide forest fire protection has yet to be accomplished. The increased support of the general public, however, has indicated the very real progress made by forest fire prevention and control.

Here is the most frequently seen symbol of protection against forest fires. There are 122 of these towers in the State system which covers 88 of the State's 100 counties and embraced, at the beginning of 1954, a total of 15,566,788 acres of forest lands. In spite of towers, radio and air observation, however, there were 3,143 forest fires in 1953, burning valuable timber on 153,536 acres with damage of \$1,244,754. Total funds available for forest fire protection were only 7½ cents per acre protected—an increase over previous years, but the figures tell the story of how much more needs to be done to protect North Carolina's forests.



BLADEN LAKES STATE FOREST

This 36,000-acre State Forest continues to be an outstanding example of forest management in the State.

For the past 15 years this area has been leased to the Department by the Federal Government. It is now understood that this area will soon be turned over to the State by the Federal Government in fee simple.

A variety of activities are carried on in this area, as you will note from the table of receipts acquired this biennium. The most unique feature about this area is that it is self-supporting. In fact, excess receipts over expenditures are shown at the end of each year's operation. Money is paid in lieu of taxes to the County of Bladen each year from these excess receipts, and averages yearly about \$4,500.

SUMMARY OF RECEIPTS — BLADEN LAKES STATE FOREST

July 1, 1952 — June 30, 1954

2,937,090	Board Feet Green Lumber	\$99,075.50
363,409	Board Feet Logs	12,864.48
58,096	Board Feet Stumpage	496.12
12,005	Board Feet Veneer Bolts	593.40
6,801.35	Cords Pulpwood	22,914.86
651.67	Cords Oakwood	1,400.42
58,378	Penta-treated Pine Posts	27,077.74
398	Juniper Posts	178.30
328	Poles and Piling	1,027.25
70,900	Tobacco Sticks	106.35
58.72	Barrels Crude Gum	1,276.86
	Custom Treating	1,523.04
14	Deer Hunts	2,100.00
	Rentals	328.00
	Miscellaneous	366.67
		\$171,328.99
	Transferred from Previous Fiscal Year	19,776.00
	Rentals from Employees	1,372.80
		192,477.79
	Total Receipts	
	Total Expenditures	174,847.79
		\$17,630.00
	Balance Unexpended	

DIVISION OF MINERAL RESOURCES

The Division of Mineral Resources is the official representative of the Department of Conservation and Development in the fields of geology, mineral resources, mining, and treatment of minerals. It corresponds to the geological survey of most states. Its work is to collect, tabulate, and accurately evaluate information concerning the mineral resources of the State and to make this information available to the public in useful form. Its objective is to improve the general welfare of North Carolina through a more thorough understanding and utilization of its geology and mineral resources. The activities and services of the division may be summarized as follows:

1. The division, through its own personnel, and in cooperation with the United States Geological Survey and other agencies, carries out systematic surveys on the geology and mineral resources of specific areas which may be treated as units. Such work includes detailed topographic and geologic mapping, controlled sampling, chemical analyses, petrographic studies, and a general appraisal of the geology and mineral resources of each area surveyed.

2. The division carries out, in cooperation with various state and federal agencies and industrial concerns, a wide range of mineral investigations restricted to the study of a specific mineral or mineral resource. Individual deposits and prospects are studied, mapped, and sampled. Chemical analyses are made, and petrographic studies are carried out. A general appraisal of each deposit and the resource as a whole is then made.

3. There is being carried out, in cooperation with the United States Geological Survey, a detailed investigation of the ground-water resources of the State. This type of investigation includes geologic mapping as well as hydrologic studies and chemical analyses on ground (subsurface) waters to determine the types, quality, quantity, and availability of such waters in the State and how they may be used to the best advantage.

4. The division cooperates with landowners, prospectors, small miners, and other citizens of the State by identifying and reporting on specimens of rocks and minerals sent in for examination. Information is also furnished on specific mineral deposits and mineral resources where it appears that the information furnished will advance the general welfare of the State.

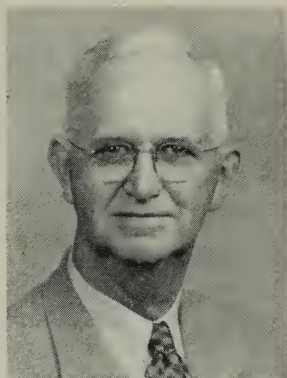
5. The Division of Mineral Resources cooperates with the North Carolina State College and the Tennessee Valley Authority in the operation of the North Carolina State College Minerals Research Laboratory in Asheville. The work of this laboratory is based largely on the programs of work outlined above. The laboratory makes chemical analyses and carries out mineral-dressing studies on minerals and materials which field studies show to be of potential economic value.

6. The information collected is published in a series of reports which includes bulletins, economic papers, information circulars, and reports of investigation. The office of the Division of Mineral Resources serves as a clearing house for this information.

NEW EMPHASIS ON MINING

Defense and Industrial Needs Speed Development of Mineral Resources

By DR. J. L. STUCKEY
State Geologist



During the biennium 1952-1954, the Division of Mineral Resources carried out a number of programs of work designed to contribute increased information on the geology of North Carolina and to enlarge and improve the mineral industry of the State.

For many years North Carolina has been the nation's leading producer of pyrophyllite. During much of this time only deposits that could produce pyrophyllite practically free of impurities were mined. In recent years a number of deposits have been discovered which contain, in addition to pyrophyllite, important amounts of other minerals, such as, diaspore, kyanite, andalusite, and topaz, all of which are valuable for their high-alumina content. These deposits were examined to determine their potential importance, and topographic maps were made of the more important ones preparatory to detailed geologic mapping. The work completed has been published as Information Circular 10.

North Carolina is the leading state in the Southeast in the production of dimension and crushed stone. With the possible exception of Georgia, it has within its borders more granite than any other state in the southern Appalachian region and, in addition, contains large amounts of gneiss, volcanic slate, and other types of crystalline rocks. The granites, which had not been investigated since 1906, were studied and the results published as Bulletin 67. During recent years, the rocks of the Volcanic-Slate series have become of increasing value for the production of crushed stone, flagstone, and building stone. Detailed studies of these rocks were made and published as Information Circular 12.

A study of the sand resources of the State was made, with special emphasis on the use of the sands in the production of glass. Large samples of the sands were put through beneficiation studies in the Minerals Research Laboratory, Asheville, North Carolina. These studies indicate that the sands can be improved readily to meet the requirements for some glasses. Information Circular 11 contains the results of this study.

The sulphur shortage of 1950-1951 created an interest in pyrite as a source of sulphur, and pyrite deposits in Gaston and Macon Counties were examined. The deposits along Pasour Mountain in the vicinity of Dallas, Gaston County, were studied in some detail. A complete report, including a detailed geologic map, was prepared and is on open file in the office of the division.

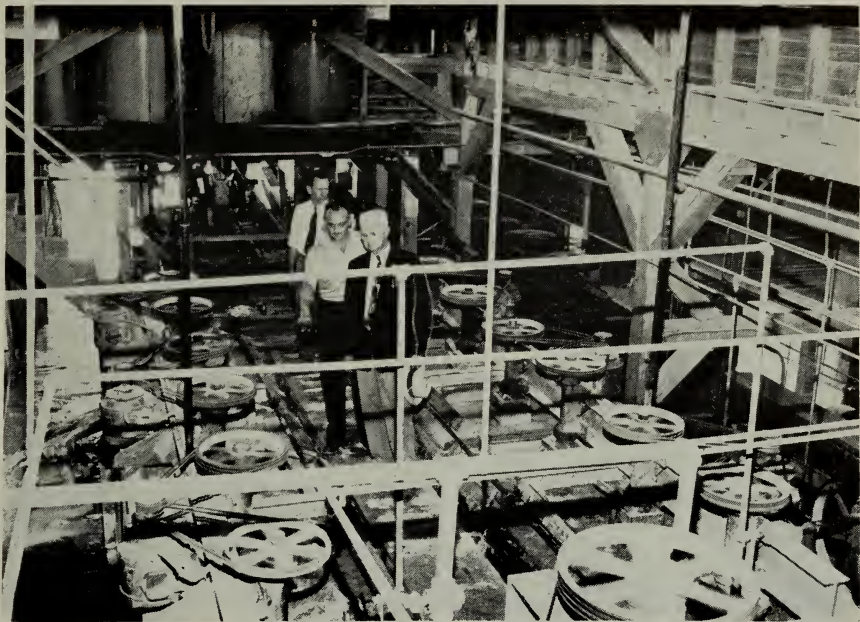
An increased demand for copper focused attention on potential deposits in the Piedmont of North Carolina. An area of 50 square miles, containing two prospective sites, the Bear Creek and the Phillips, located near Harpers Crossroads in Chatham County, was investigated. A report, including a detailed geologic map of the area, is being prepared.

Cooperation was continued with the United States Geological Survey on the study of geology and minerals. Geologic mapping in the Spruce Pine district, which consists of approximately 230 square miles, was completed about October 15, 1953. The district was enlarged in the summer of 1953 to include the Bakersville gabbro area. To make this information available immediately, two preliminary reports have been placed on open file in the office of this division. A final report, including a detailed geologic map of the district, is being prepared by the United States Geological Survey.

Mapping of the Hamme tungsten district was completed in March 1953. A detailed report of the area, including a geologic map, is being prepared. Cooperation, which has been under way for several years, was continued on mica, and preparation of reports on the mica deposits of North Carolina is nearing completion. Small amounts of beryllium, associated with the

A modern feldspar mine in western North Carolina





Concentrating feldspar by flotation, an important operation in mineral processing in North Carolina.

spodumene in the pegmatites of the Kings Mountain district, constitute one of the most promising sources of that metal in the United States. A preliminary report was published by the United States Geological Survey as Circular 309, "Beryllium Resources of the Tin-Spodumene Belt, North Carolina." A final report on this cooperative project is in preparation.

The United States Geological Survey has carried out a number of independent geological investigations in the State. The more important of these include a study of the age of granites, mapping the geology and preparing a final report on the Shelby quadrangle, geologic mapping of the Great Smoky Mountains in Western North Carolina, kyanite-sillimanite deposits in the Piedmont Province, and airborne radioactive reconnaissance surveys near Shelby and along the Atlantic Ocean Beach.

Ground water is one of the most important natural resources of North Carolina. Approximately 2,700,000 people, or 68 percent of the population, of the State depend upon ground water for their water supply. In addition, approximately one-half of the industries in the State use ground water. The volume of ground water used by industry is not as great as the volume of surface water used, but most of the industries using ground water are too small to develop and purify surface-water supplies. As a result, many of the smaller industries would not be in business in the State if supplies of ground water were not available.

An enlarged and successful program of ground-water investigation and quality-of-ground-water study was carried on in cooperation with the United States Geological Survey during the biennium. During the year 1952-1953, work in the Statesville area, consisting of Alexander, Catawba, Davidson, Davie, Iredell, and Rowan Counties, was completed and a report prepared. Work was also started in the Wilmington area, consisting of Carteret, Craven, Duplin, Jones, Lenoir, Onslow, New Hanover, and Pender Counties. During the year 1953-1954, the program was enlarged by the addition of two men. Work was begun in the Fayetteville area, consisting of Cumberland, Harnett, Hoke, Lee, Moore, Richmond, Robeson, and Scotland Counties, and in the Greenville area, composed of Beaufort, Bertie, Chowan, Gates, Greene, Hertford, Martin, and Pitt Counties.

These areas are of considerable importance, since much of the water used in the Coastal Plain is obtained from ground-water sources. In these studies, special attention is being paid to the chemical quality of the ground water. In the Wilmington area, problems of salt water that otherwise would not have been recognized are being solved by the use of information obtained from chemical analyses made in connection with these studies. In the Greenville area, fluorides which otherwise might have been missed are being determined by chemical analyses. In all three areas, it is being found that from deeper wells which penetrate Cretaceous rocks, sodium bicarbonate is present. The determination of these chlorides, fluorides, and carbonates is not only important from the standpoint of the quality of the water, but a knowledge of their presence or absence aids directly in geologic mapping.

A promising source of ground water that has been generally overlooked in North Carolina is the deposits of sand and gravel adjacent to many streams, commonly referred to as flood-plain deposits. Many streams in North Carolina are badly polluted, but it appears that supplies of relatively pure water may be obtained from flood-plain deposits along such streams. During the year 1953-1954, the program of ground-water investigation was enlarged to include the study of flood-plain deposits along the major streams of the State. The work was so successful and encouraging that it is planned to continue the study.

The division cooperated with landowners, prospectors, small miners, and people interested in the geology and mineral resources of the State by rendering services not otherwise available. Approximately 1,500 rock and mineral specimens were examined upon request by citizens of North Carolina and information furnished as to their identity and value.

Hundreds of letters were written in reply to requests for general information on the mineral resources of the State and in response to requests for specific information concerning the value or availability of definite properties. In addition, several thousand copies of the division's publications on the geology and mineral resources of the State were sent to interested persons.



Typical bench quarry in Piedmont North Carolina from which excellent dimension granite is produced.



Detailed exploration by diamond core drilling is uncovering large reserves of pyrophyllite and other refractory minerals.



A kaolin or china clay mine is pictured in western North Carolina. The State is the major producer of this ceramic raw material.



Importance of North Carolina's ground water resources for both domestic and industrial uses is demonstrated by detailed geologic studies.

During the current biennium, approximately 100 localities were examined and water-well sites were selected for towns, schools, State institutions, and industries. Slate deposits in the vicinity of Aquadale, Stanly County, were investigated as a possible source of raw material for the manufacture of lightweight aggregate. A number of pyrophyllite deposits were examined along the eastern edge of the Piedmont Plateau, and service was rendered in connection with a drilling program for pyrophyllite on Bowlings Mountain in Granville County. Reported occurrences of uranium were investigated in Madison and Ashe Counties. These proved to be chiefly allanite, not uranium. Deposits of various minerals, including feldspar, mica, kyanite, sillimanite, graphite, clay, shales, and building stones were examined upon request.

Often this type of work is of no apparent value, but occasionally it is rewarding and profitable to the State. For example, the study of slate in the vicinity of Aquadale resulted in the establishment in Stanly County of the most modern lightweight aggregate manufacturing plant in the Southeast.

The Minerals Research Laboratory, Asheville, North Carolina, continued to be operated cooperatively by the North Carolina State College, the North Carolina Department of Conservation and Development, and the Tennessee Valley Authority during the biennium. As of July 1, 1954, operation of the laboratory was taken over by the North Carolina State College.

A number of projects were carried out during the biennium in which the Division of Mineral Resources furnished information on the geology and importance of the deposits being studied and in some cases furnished samples for laboratory investigation. One major project, which was started in the spring of 1952, involved the production of mica board by bonding ground mica with a suitable reagent. A mica board satisfactory for the production of patterns usable in insulating a number of electrical appliances was developed. A patent on the process has been applied for in the name of State College. For many years North Carolina has been an important producer of pyrophyllite; but, due to a lack of mineral-dressing information on this mineral, only material pure enough to be ground into a usable product was recovered. As a result, large reserves of material containing 40 to 70 percent pyrophyllite were being discarded. The problem was investigated in the laboratory, and a process was worked out that will practically double the recoverable reserves of pyrophyllite in the State. North Carolina contains large reserves of mica schist which have attracted attention for many years as a source of ground mica, but no process was available by which a satisfactory product could be obtained. The problem was attacked in the laboratory, and a process for producing good quality mica products with reasonable recoveries from schist was worked out. This process holds promise of being of major importance to the mica industry of North Carolina for many years.

In order for the division to carry out its objective of improving the general welfare of North Carolina through a more thorough understanding of the geology and mineral resources of the State, it is necessary that the information collected be made available to the public in a usable form.

In an attempt to do this, the following reports were prepared and published during the biennium:

Bulletin No. 65, "Geology and Structure of Part of the Spruce Pine District, North Carolina," by John M. Parker III.

Bulletin No. 66, "The Scrap Mica Resources of North Carolina," by Sam D. Broadhurst and Lewis J. Hash.

Bulletin No. 67, "The Commercial Granites of North Carolina," by Richard J. Council.

Bulletin No. 68, "Geology and Ground Water in the Statesville Area, North Carolina," by Harry E. LeGrand.

Educational Series No. 3, "Geology and Mineral Resources of North Carolina," by Jasper L. Stuckey and Warren G. Steel.

Information Circular No. 9, "The Eastern Pegmatite District of North Carolina," by Warren G. Steel.

Information Circular No. 10, "High-Alumina Minerals in the Volcanic-Slate Series, North Carolina," by Sam D. Broadhurst and Richard J. Council.

Information Circular No. 11, "High-Silica Sand Resources of North Carolina," by Sam D. Broadhurst.

Information Circular No. 12, "Commercial Rocks of the Volcanic-Slate Series, North Carolina," by Richard J. Council.

"Ground-Water Conditions in North Carolina," by Jasper L. Stuckey.

"A Directory of the Principal Mineral Producers of North Carolina," by Sam D. Broadhurst.

Manufacture from mineral products—A modern lightweight aggregate plant.



DIVISION OF WATER RESOURCES INLETS AND COASTAL WATERWAYS

The Division of Water Resources and Engineering was established in 1920 for the administration and investigations of matters related to the water resources of the State with principal interest during the first few years being placed on water supply studies. When the Department of Conservation and Development was created in 1925, this Division under the newly formed Department was given broader responsibilities in regard to the conservation and development of the State's water resources. In recognition of the necessity for broadening the scope of activities of the Division, the new name Division of Water Resources, Inlets and Coastal Waterways was adopted in 1953.

A major purpose of the Division is to arrange for the collection and analysis of basic information on surface water resources of the State, both as to quantity and to quality and to assist in the programming of these activities. It is also the purpose of this Division to promote organizations for watershed developments and to represent the Department on matters relating to water use, development and control. Surveys and reports on conditions of shores and beaches of the State also fall under the authority of this Division.

A principal function of the Division is to arrange through cooperative agreements for the collection and analysis of basic data on the occurrence, extent and availability of surface waters of the State and the chemical character of such waters.

It is also a function of the Division to make surveys of the shores and beaches of the State and to make such reports thereon as are appropriate. In the case of public lands, arrangements are made for the design and construction of certain shore and beach preservation facilities.

On behalf of the Department, the Division appraises and makes appropriate recommendations as required by law relating to the diversion of waters for irrigation. Authority is also vested in the Division wherein its approval is required in the selection of engineers employed to administer drainage districts.

The Division promotes and assists in the formation of watershed development associations and marine councils as a means of developing the water resources and navigation facilities of the State.

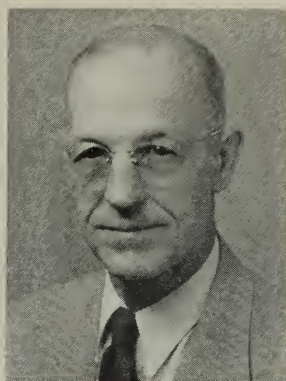
The collection and analysis of basic data on the surface water resources of the State is carried on in cooperation with the United States Geological Survey. For this program a complete chemical quality laboratory is maintained at Raleigh, and a total of 142 stream measurement stations are operated throughout the State.

Equipment and personnel are available for the making of surveys, preparing and reviewing reports on the shores and beaches of the State, industrial and public water supplies and many related activities in the development and control of surface waters.

OPENING NEW WATER RESOURCES

Surveys Show Way to More Profitable Use of Water In Expanding Economy

By W. H. RILEY
Hydrologic Engineer



The purpose of forming organizations of interested citizens in different river basin localities is to have their help in planning the future development of the area in which they live. These citizens are familiar with the problems of the region and have a good idea just how the people in that section will react to any given idea. More can be done by helping people to help themselves than by any other method.

The North Carolina Coastal Marine Council was organized at Belhaven on September 17, 1952. The purpose of this organization is to develop the coastal area primarily through the development of the waterways and small ports. This organization played a large part in securing from the 1953 General Assembly an appropriation of \$47,000.00 for an economic and engineering survey. Some time after this sum was appropriated, the firm of Parsons, Brinckerhoff, Hall and Macdonald entered into a contract with the Department of Conservation and Development to had this survey completed by July 16, 1954. On November 10, 1953, members of the firm of Parsons, Brinckerhoff, Hall and Macdonald came to Raleigh and set up an office in the drafting room of the Division of Water Resources, Inlets and Coastal Waterways. Since the office was opened, a staff of engineers and others have been busy collecting and analyzing data.

In accordance with the bill passed by the 1953 General Assembly, setting up the Neuse River Watershed Authority, a meeting of the appointed members from eight counties making up the watershed was held at Goldsboro on July 24, 1953. At this meeting Dr. David Rose of Goldsboro was elected Chairman. Although many problems of the watershed were discussed, nothing of a constructive nature was done in regard to plans for future development. Another meeting of the authority was held February 13, 1954, resulting in the appointment of a publicity committee consisting of one member from each of the eight counties. All parties present were very much interested in working out the problems of the



Stream gauging yields invaluable information for industrial and community use of water.

authority. The authority has power under the bill to issue bonds and tax property to a limited extent for the purpose of flood control, irrigation, diverting water, supplying water for the purpose of flood control, irrigation, supplying water for industrial or domestic use, collecting and disposing of sewage, and in arresting erosion.

Coastal Erosion

Erosion of the beaches of North Carolina presents a real problem in protection. Practically all the beaches are private property and as such are not eligible for financial aid from State or Federal Government. The structures used in the protection of beaches are usually of heavy construction and very costly. If one property owner is financially able to build the needed structures it would still be of little value as a much longer stretch of the beach would have to have similar structures in order for the effort to be effective.

Erosion of the beach at Fort Macon was inspected after the Board of Conservation and Development met in July, 1952, and it was decided to request assistance from the U. S. Beach Erosion Board. In a few days a representative from this Board met with representatives of the Department of Conservation and Development and the Corps of Engineers, United States Army. After careful inspection, the type of structure to be used was decided upon. Since the erosion was so rapid, something had to be done

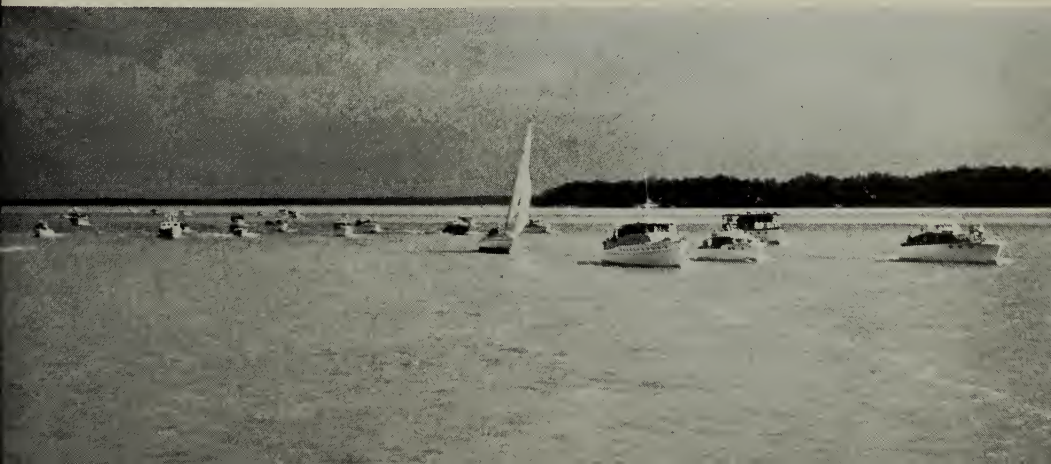
immediately to protect the parking area of the fort. This did not give time for the necessary surveys to be made in order to obtain financial help from the Beach Erosion Board. A quick estimate was made of the cost and the money secured from the Governor's Emergency and Contingency fund. A breakwater about 600 feet long and 5 feet high was built of rock weighing up to 1,000 pounds each. This work was completed on March 5, 1953 and has been very effective since that time.

The town of Wrightsville Beach has built a rock jetty at the south end of the island. This jetty was originally of wood, then of asphalt, and now of rock. Masonboro Inlet has always caused trouble due to shifting. One year the sand will be 100 or more feet in the inlet and the next year very little sand will be found around the jetty. This very type of shifting has taken place during the biennium.

On September 3, 1952, the citizens of the Carolina Beach area dredged an inlet from the sound to the ocean about three miles north of Carolina Beach. This inlet has given Carolina Beach an outlet from Myrtle Sound to the ocean without traveling 10 miles to Masonboro Inlet. There is a possibility that this inlet might have some effect on the erosion at Carolina Beach, but to date no ill effects have been noted.

Stream Gaging

For use of the Division in supplying constantly growing demands for water resources information and for appraisal of facilities for the control, conservation and use of these resources, it is essential that comprehensive river basin information on surface water be collected within the several river basins in North Carolina. The data collected at the stream flow measuring stations throughout the State consists of the determination of mean daily discharge at each site along with the tabulation of outstanding flood peaks, mean monthly, and mean annual discharge. These computations are made and put in form for publication at the end of each water year. Thus, accurate information is obtained so that maximum or flood flows and their frequencies, the minimum or dry weather flows and their duration, and total flow for all periods can be ascertained. It is at once apparent that



this information becomes more and more reliable as records of additional years are available. Therefore, it is most important that stream flow data be collected at as many places as possible and continuously over long periods of time.

The current program for the investigation of surface waters in North Carolina is carried on in cooperation with the U. S. Geological Survey and is financed in part by funds made available by the Division of Water Resources, Inlets and Coastal Waterways, which funds are matched on a dollar-for-dollar basis by the Federal Government. Additional funds for this important work are furnished by the U. S. Geological Survey; the Corps of Engineers, U. S. Army; the Tennessee Valley Authority; the U. S. Soil Conservation Service; and by municipalities, power companies and private industry.

On June 30, 1952, there was a total of 134 active stream flow measuring stations in North Carolina, each of which was equipped with a continuous type water stage recorder. Of this number three stations were discontinued, owing to a reduction in the amount of funds received from the Tennessee Valley Authority, however, eleven new stations were established with funds from the Division of Water Resources, Inlets and Coastal Waterways; Corps of Engineers, U. S. Army, and industries and municipalities. These additions resulted in a total of 142 active stations as of June 30, 1954. Aside from the construction associated with the establishment of new gaging stations, major maintenance and repair work was performed at ten of the regular stations, consisting of such items as construction of small dams for constriction flow, rehabilitation of cableway structures, replacement of steel doors, headwalls, etc.

In addition to the operation of the gaging stations, work was continued during the biennium on the collection of occasional discharge data at over a hundred sites scattered about the State so as to expand as much as possible information on the State's water resources. Although data collected in this manner cannot be considered nearly as satisfactory as the data collected at the regular gaging stations, such data are proving extremely useful in supplying information to the Division of Commerce and

North Carolina's waterways yield both pleasure and profit. Both tugs with tow and private yachts ply the Intra-Coastal Waterway, providing safe, sheltered passage along the entire coast.



Water is indispensable in the manufacture of paper, (shown here) and in the chemical and other expanding North Carolina industries.

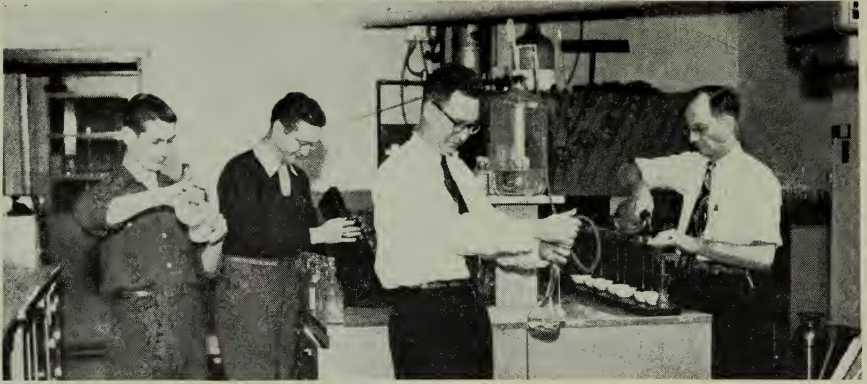


Industry on potential water supplies for industrial development and in evaluating dependable low-water yields. To further enhance the value of the stream flow data a program was inaugurated early in the biennium for the collection of continuous water temperatures at selected sites. In the collection of data at the regular and intermittent sites more than 4,000 current meter measurements were made.

Near the end of the biennium cooperative arrangements were completed between the Geological Survey and the Soil Conservation Service for a water resources investigational program on the Third Creek watershed in Iredell and Rowan counties in connection with evaluation of effect of retention reservoirs, channel improvements and controlled land use practices.

Associated with, but in addition to the routine computation data, was the preparation of almost 200 reports to meet special request for stream flow data and information on water resources.

During the biennium covered by this report the most noteworthy hydrologic occurrence was the rather wide-spread drought of the summer and fall of 1952 which was not broken until the tropical storms of late August and September; and then was followed by a recurring drought condition which began to develop in April 1953 and prevailed to the end of the year. The droughts covered practically the entire State and resulted in water shortages in a number of communities and cities, and caused extensive losses in agriculture.



Chemical analyses are an important function of the Division of Water Resources, Inlets and Inland Waterways.

Significant floods occurred along the upper Yadkin River and Dan River following heavy rains in February 1953 with a maximum daily discharge of record being recorded at Wilkesboro. In January 1954 general rains of locally heavy intensities caused major flooding along the lower reaches of the Neuse and Tar Rivers in eastern North Carolina. During this same period the highest stage since 1946 was observed on the Hiawassee River at Murphy, stages along the French Broad River were highest of the past five to eight years, and on Cane Creek at Fletcher the stages were highest since the disastrous flood of 1940.

Quality of Water

Studies of the chemical quality of the water supplies of the State are a prerequisite for the development and utilization of the waters for industries, municipalities, agriculture, recreation, and a host of other uses. Knowledge of the chemical characteristics of the water enables a better evaluation regarding its suitability for various purposes and often suggests some treatment which would make a water more usable. This is important to the state concerned with the problem of having adequate water supplies of good quality to satisfy increasing requirements of growing municipalities and to attract and expand industrial activity. This type of program is advantageous in that it is supported financially by the State and Federal Government, resulting in a more comprehensive program than could be realized if either agency were operating alone. Any funds established on a cooperative basis by the State are matched essentially dollar-for-dollar by the Federal Government.

The investigation of the chemical quality of water in North Carolina for the period July 1, 1952 through June 30, 1954 was a continuation of the long range program to obtain information about the water resources of the State in order to have this data available for industrial, municipal,

agricultural planning, for interstate basin studies, and for integration in a study of the water resources in the United States.

During this period 7,748 water samples were collected for chemical analyses. In order to obtain an over-all coverage of the streams in the State, the sampling program for collection of water samples for chemical analyses is divided into three groups:

Type Sample	No. of Samples
Daily stations	5,380
Monthly stations	132
Miscellaneous stations	600

Collection of public water supply data was carried on concurrently with the regular program. Questionnaires were sent to public water supply officials in order to obtain needed information about each respective water supply as to source of supply, capacity, and treatment. Samples of water of both raw and treated waters were obtained and analyzed. In conjunction with the expanding fluoridation program in the State, over 1,500 water samples for fluoride determination were submitted during the biennium.

Chemical analyses of North Carolina ground water are being made in conjunction with the investigations conducted by the Ground Water Branch in cooperation with the Division of Mineral Resources.

The chemical data obtained was transmitted to the cooperating agencies, prospective industries, public water supply officials, and various other users who are interested in the chemical quality of water. The following reports were published:

1. Chemical Character of Surface Waters of North Carolina 1950-1951, by F. H. Pauszek, Bulletin 52, Volume 7
2. Chemical and Physical Character of Surface Waters of North Carolina 1951-1952, by G. A. Billingsley and B. F. Joyner, Bulletin 52, Volume 8

The ninth annual report entitled, "Chemical and Physical Character of Surface Waters of North Carolina, 1952-53," has been prepared and will be ready for distribution this fall. Numerous requests for published and unpublished data have been received during the biennium.

In addition to the chemical quality of water studies being conducted cooperatively between the State and Federal Government, one sediment index station is being operated by Federal funds in North Carolina. The data obtained will not only be used by the Federal Agencies, but will also be made available to the State and will appear in the annual publications.

DIVISION OF STATE PARKS

The North Carolina State Park System serves the people of North Carolina by:

A. Preserving and protecting scenic and natural areas of state-wide importance, not only for the present generation but for generations to come.

B. Providing opportunities for outdoor recreation in natural surroundings. Recreation that makes use of natural resources in the outdoors is a definite responsibility of any State park system. Opportunities for camping, fishing, boating, swimming, picnicking and similar types of recreation are a major concern of State park systems. State parks should provide facilities and opportunities primarily for recreational use of the great outdoors and should leave the more highly organized and intensive recreational pursuits to municipal and other agencies.

C. Portraying and explaining plant and animal life, geology, and all other natural features included in the various areas making up the state park system. In an age when the nation is faced with ever-dwindling natural resources, this function is very important, because an enlightened public is essential for intelligent use of natural resources.

D. Preserving, protecting and portraying historic and scientific areas of state-wide importance. One of the very important functions of a State park system is the preservation of the physical aspects of the State's history, and the interpretation and portrayal of the historical events connected with them. It is always important to thus keep the historical heritage before us because "the past is prologue." Today, faced with bombardment from all sorts of ideologies, it is more important than ever to keep clearly in mind the things our forefathers stood for.

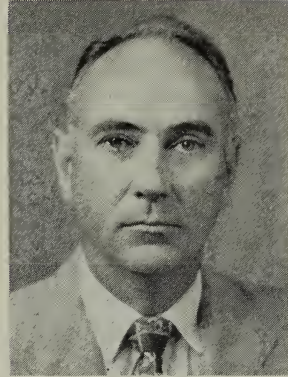
The ultimate goal toward which the Department of Conservation and Development, through its Division of State Parks, is working is the establishment, development and operation of a system of State parks which will provide for the people of North Carolina adequate opportunities for outdoor recreation in natural surroundings; preserve and protect permanently the most important scenic, historic and scientific sites in the State; and portray and interpret the natural, historic and scientific features of the State parks.

The State Parks System is logically placed under the Department of Conservation and Development because recreational use is a major use of natural resources. No conservation program—state, local or national—will be successful unless it places the same emphasis on recreational use of natural resources as on forest fire control, forest management, wildlife protection, flood control and intelligent practices in harvesting natural resources. Further, the North Carolina State Park System is an important tool in conserving **human** resources—it plays an important part in providing opportunities for wise and wholesome use of leisure time, and, thus, is instrumental in providing lasting social benefits.

USE OF STATE PARKS INCREASES

More Leisure Time for Millions Makes 17 Parks Increasingly Valuable

By THOMAS W. MORSE
Superintendent of State Parks



The work the Division of State Parks does to carry out its purpose and functions, and to achieve its goals is complex and varied. To assure its accomplishment in an orderly, efficient and economical manner, this work is organized into nine major divisions as follows:

1. Operation for Public Use
2. Maintenance
3. Interpretive and Public Use Programs
4. Protection and Law Enforcement
5. Business Management
6. Information and Education
7. Personnel Administration
8. Planning, Development and Construction
9. Cooperation with and Service to Other Agencies

There has been steady progress in each of these divisions of work during this biennium and many accomplishments in each. A summary of progress and accomplishment follows:

1. OPERATION FOR PUBLIC USE

State Parks and State Historical Parks

An all-time high in public use of State parks was reached in this biennium. The attendance figure of 2,703,933 was larger than that of any previous biennium. It exceeded attendance for the previous biennium ending July 30, 1952 by 10.9 per cent and exceeded attendance for the biennium ending June 30, 1950 by 64.9 per cent. Attendance of 1,465,844 for the fiscal year July 1, 1953-June 30, 1954 was the greatest for any single fiscal year in the history of the North Carolina State Parks.

No more vivid demonstration of the popularity of and the progress being made in the Department's State park program could be given than

these heavy increases in public use of the State parks. Nor could more concrete proof of the fact that present-day conditions make state parks a necessity to the people of North Carolina be produced than these public use figures.

Not only did more people come to the State parks in this biennium than ever before, but many more of these who came **used** the State parks rather than just visited them. The State parks were used for a variety of wholesome outdoor activities. Among those uses were picnicking, swimming, tent camping, trailer camping, wilderness camping, organized camping by youth groups, boating, fishing, hiking, nature study and vacationing in State park cabins. One restaurant and ten refreshment stands were operated in the State parks for the convenience of State park users. Thousands of persons visited the State historical parks and enjoyed the guided tours, lectures and other interpretive programs provided at these areas.

Included in a number of new facilities placed in operation during this biennium were six vacation cabins at Hanging Rock State Park; tent and trailer campgrounds at Morrow Mountain, Crabtree Creek and Hanging Rock State Parks; much enlarged bathhouse facilities at Hanging Rock and Fort Macon State Parks; new or enlarged picnic areas at several State parks; enlarged parking facilities at several State parks; boathouses and boating facilities at three State parks and a number of other new facilities.

Space does not permit a detailed account of operation for public use and a description of the facilities available at each State park but this information is given in condensed form in the two charts included in this report.

Despite limited personnel and funds, operation of the State parks was materially improved during this biennium. The many, many details that go into successful operation were better handled and received closer attention. The personnel training programs undertaken by the Division of State Parks were a major factor in improvement of operation for public use.

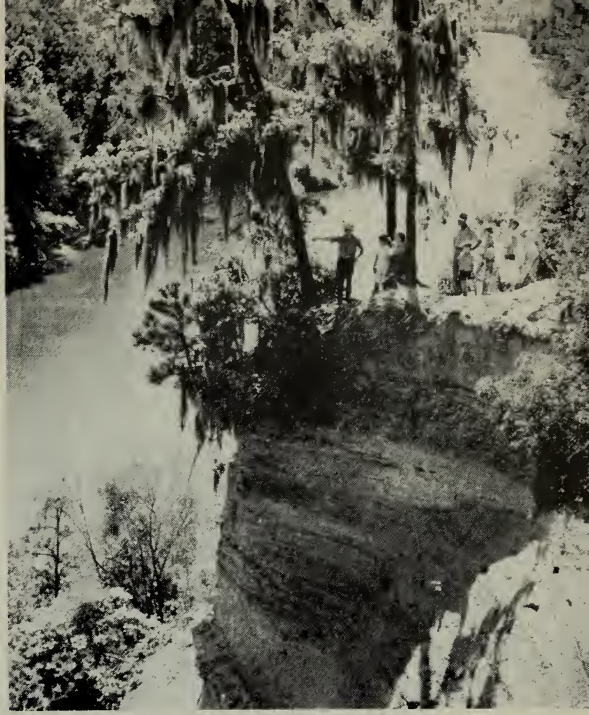
State Lakes

The Department, through the Division of State Parks, is charged with administration for public use of seven State-owned lakes. Four of these—Jones Lake, Salters Lake, Singletary Lake and Lake Phelps—are within the boundaries of State parks and are administered as State park areas. Black

Surf Casting on Fort Macon Beach



Unique formation makes picturesque view along river at Cliffs of the Neuse State Park, near Goldsboro.



Lake is handled in similar fashion since it is adjacent to Bladen Lakes State Forest.

Around Lake Waccamaw in Columbus County and White Lake in Bladen County, the State owns no land, and the jurisdiction of the Department extends only to the high water mark of these lakes. Administration of these two lakes was further improved during this biennium and was very successfully carried on. Work done included licensing of boats, piers and docks; maintaining detailed, up-to-date records on location and ownership of piers and docks; constructing and maintaining marked swimming zones in both lakes; and patrol to enforce safety and other regulations. At Lake Waccamaw, a major problem was brought to a successful conclusion with the completion on June 19, 1954 of the work of filling in the holes dredged in the lake bottom several years ago by a private development company. Filling of these holes was at the expense of this company.

2. MAINTENANCE

Personnel of the Division of State Parks are responsible for maintaining several million dollars' worth of State-owned property. This property includes land, a large number of buildings of various types and sizes, water systems, sewer systems, telephone lines, power lines, a variety of public use areas, parking areas, roads, trails and other improvements, all of which must be kept in good usable shape.

Maintenance of all of these improvements was carried on during this biennium, and the State parks generally are in a good state of maintenance

FOR YOUR ENJOYMENT

PRIMARY VALUES

NAME OF STATE PARK	COUNTY	LOCATION	HIGHWAYS	ACRES	ESTAB	RECREATIONAL												ADDRESS
						SCENIC						HISTORIC						
						Swimming	Picnicking	Trailer Camping	Tent Camping	Vegetation	Organized Camps	Boating	Fishing	Hiking	Nature Study	Museum	Recreation Lodge	
CLIFFS OF THE NEUSE	WAYNE	14 MILES SE OF GOLDSBORO	US 70 NC 55 & 111	355	1945	●	●	●	●	●	●	●	●	●	●	●	●	ROUTE 2 SEVEN SPRINGS
CRABTREE CREEK	WAKE	12 MILES NW OF RALEIGH	US 70	3846	1943	●	●	●	●	●	●	●	●	●	●	●	●	ROUTE 1 CARY
FORT MACON	CARTERET	2 MILES E OF ATLANTIC BEACH	US 70 & STATE ROAD	390	1924	●	●	●	●	●	●	●	●	●	●	●	●	ATLANTIC BEACH
HANGING ROCK	STOKES	32 MILES N OF WINSTON-SALEM	NC 89 & 66	3865	1935	●	●	●	●	●	●	●	●	●	●	●	●	P O BOX 126 DANBURY
JONES LAKE	BLADEN	4 MILES N OF ELIZABETHTOWN	NC 242	2000	1939	●	●	●	●	●	●	●	●	●	●	●	●	ELIZABETHTOWN
MORROW MOUNTAIN	STANLY	7 MILES E OF ALBEMARLE	NC 27 & 73 NC 740	4135	1935	●	●	●	●	●	●	●	●	●	●	●	●	ROUTE 2 ALBEMARLE
MOUNT MITCHELL	YANCEY	33 MILES NE OF ASHEVILLE	BLUE RIDGE PARKWAY	1224	1915	●	●	●	●	●	●	●	●	●	●	●	●	P O BOX 364 MARION
PETTIGREW	WASHINGTON & TYRRELL	9 MILES S OF CRESWELL	US 64 & STATE ROAD	16,828	1939	●	●	●	●	●	●	●	●	●	●	●	●	CRESWELL
REEDY CREEK	WAKE	10 MILES NW OF RALEIGH	US 70A & 1 NC 54	1234	1943	●	●	●	●	●	●	●	●	●	●	●	●	ROUTE 1 CARY
SINGLETARY LAKE	BLADEN	10 MILES SE OF ELIZABETHTOWN	NC 53	1287	1939	●	●	●	●	●	●	●	●	●	●	●	●	ELIZABETHTOWN
STATE HISTORICAL PARKS																		
BATTLE OF ALAMANCE	ALAMANCE	4 MILES SW OF ALAMANCE	NC 62	40	1953	●	●	●	●	●	●	●	●	●	●	●	●	
CHARLES B. AYCOCK BIRTHPLACE	WAYNE	1 MILE S OF FREMONT	US 117	1	1951	●	●	●	●	●	●	●	●	●	●	●	●	
BRUNSWICK TOWN	BRUNSWICK	16 MILES S OF WILMINGTON	NC 130	119	1952	●	●	●	●	●	●	●	●	●	●	●	●	
JAMES IREDELL HOUSE	CHOWAN	EDENTON	US 17	2	1951	●	●	●	●	●	●	●	●	●	●	●	●	EDENTON
RENDEZVOUS MOUNTAIN	WILKES	12 MILES NW OF N. WILKESBORO	US 421 NC 16	140	1926	●	●	●	●	●	●	●	●	●	●	●	●	
TOWN CREEK INDIAN MOUND	MONTGOMERY	4 MILES E OF MOUNT GILEAD	NC 73 & 731	53	1937	●	●	●	●	●	●	●	●	●	●	●	●	MOUNT GILEAD
TRYON PALACE	Craven	NEW BERN	US 70 & 17	2	1952	●	●	●	●	●	●	●	●	●	●	●	●	NEW BERN

LEGEND : ● FACILITIES PROVIDED
P PERMITTED BUT NO SPECIAL FACILITIES PROVIDED

THE NORTH CAROLINA STATE PARKS ARE MAINTAINED AND OPERATED BY THE DEPARTMENT OF CONSERVATION AND DEVELOPMENT DIVISION OF STATE PARKS



Picnickers at Morrow Mountain State Park use facilities that are becoming increasingly popular with the industrialization of the State. During the last six months of the biennium, attendance records were broken when nearly three-quarters of a million people visited these parks.

—in fact the best they have been in for several years. Nevertheless, State park maintenance is still not up to the standard it should be. The two major factors causing this are, (a) very heavy State park attendance which each year brings greater wear and tear and, at the same time, forces State park personnel to spend more and more of their time on operation for public use and less and less on maintenance; and (b) insufficient maintenance and repairs and alterations appropriations.

3. INTERPRETIVE AND PUBLIC USE PROGRAMS

Interpretive programs include the work of explaining, supplying information on and portraying, through exhibits and other media, historical features and such natural features as geology, plants, animals, natural phenomena, and natural processes. Public use programs include the work of supplying, or assisting with, recreational programs for State park users.

In this phase of the Department's State park program, services to the public have been expanded. The increasing attention being given State park interpretive and public use programs is soundly based on several reasons. One of these reasons is that much better use should be made of



New Community Building at Mount Mitchell State Park.

the almost unlimited opportunities in the State parks for conservation education. Another reason, and perhaps the most important one, is that use and enjoyment of the **natural** features of the State parks is the most lasting and beneficial public service the State parks offer.

During this biennium, interpretive programs on natural features were carried on during the summer months at the five State parks at which temporary naturalists were employed: Cliffs of the Neuse, Crabtree Creek, Hanging Rock, Morrow Mountain and Mount Mitchell State Parks. Interpretive programs on historical features were carried on at three State parks: Fort Macon and Pettigrew State Parks and Town Creek Indian Mound. At both of these latter two areas, documentary and physical research was carried on continuously.

The interpretive programs concerned with natural features are becoming more and more popular and include such activities as nature hikes, bird study hikes, nature study programs of various types and similar activities. As a part of these programs, a number of new nature trails, including several labeled, self-guided trails, were constructed. The interpretive programs concerned with historical features included guided lecture tours, lectures and museum exhibits.

Public use programs included the teaching of swimming and life saving classes, assisting individuals and groups to plan outings and to

CHART 1
STATE PARK PUBLIC USE RECORDS

CAMPER DAYS

NAME OF AREA	TOTAL ATTENDANCE			PICKNICKERS			TENT AND TRAILER			ORGANIZED			SWIMMERS			HIKERS			CABINS			FISHING				
	FY 1953	FY 1954	FY 1955	FY 1953	FY 1954	FY 1955	FY 1953	FY 1954	FY 1955	FY 1953	FY 1954	FY 1955	FY 1953	FY 1954	FY 1955	FY 1953	FY 1954	FY 1955	FY 1953	FY 1954	FY 1955	FY 1953	FY 1954	FY 1955		
STATE PARKS:																										
Cliffs of the Neuse	72,535	79,994		15,806	22,554		586	346																		
Crabtree Creek	53,175	83,446		29,082	35,706		77	473		15,896																
Fort Macon	(1)248,471	(2)487,642		32,699	41,792																					
Hanging Rock	171,788	181,284		56,567	72,112		1,825	2,288																		
(3)Hiwassee Lake	46,140			15,175																						
Jones Lake	22,270	31,965		12,481	13,313																					
Morrow Mountain	194,466	213,155		47,839	88,475		531	1,461																		
Mount Mitchell	393,304	339,586		98,777	67,345		1,589	1,952																		
Pettigrew	8,935	11,447		372	446			58																		
Reedy Creek	15,758	22,800		8,118	12,450					3,070	4,148															
Singletary Lake	8,345	8,829						60		5,920	5,744															

STATE HISTORICAL PARKS

Battle of Alamance	Figures not available																									
Charles B. Aycock	Figures not available																									
Birchplace	Figures not available																									
Brunswick Town	Figures not available																									
James Iredell House	Figures not available																									
Rendezvous Mountain	Figures not available																									
Town Creek Indian Mound	2,902	5,696																								
Tryon Palace	Figures not available																									
TOTALS	1,238,089	1,465,844		316,916	354,193		4,608	6,638		25,788	25,788		99,973	139,356		62,804	59,900		2,494	4,272		40,076	40,349			

(1) Includes 106,819 visitors to Fort Macon.
 (2) Includes 175,564 visitors to Fort Macon.
 (3) Operated only July 1, 1952-December 31, 1952.



Cooling sport at Jones Lake, one of the State Parks exclusively for Negroes.

carry out activities during these outings, planned programs for cabin and campground occupants and a variety of other programs.

4. PROTECTION AND LAW ENFORCEMENT

Although done unobtrusively, and very much taken for granted, protection and law enforcement is a vital part of the State park program. It is the three-part job of protecting the State parks from fire, vandalism and trespass; protecting the wildlife in the State parks from hunting, trapping, etc. (all North Carolina State Parks are wildlife sanctuaries); and preserving law and order in the State parks.

Protection and law enforcement work has been successfully done during this biennium. Due to the vigilance of the park superintendents and park rangers, few forest fires occurred in the State parks and these few were quickly confined and extinguished. Use of the State parks was wholesome and orderly, and because of good protection and law enforcement, they are ideal for family use.

Vandalism continues to be a very serious problem in the State parks. It will be a long hard job to educate the public to respect public property and to refrain from carelessly and wantonly damaging park property, but this is a job that must be worked at ceaselessly.

5. BUSINESS MANAGEMENT

Business management includes the varied and detailed job of accounting for expenditures and receipts; purchasing and requisitioning; property



Picnicking is popular at Jones Lake and at Reedy Creek State Park near Raleigh, another State Park exclusively for Negroes.

inventorying and accounting; preparing and keeping current fiscal records, equipment operation records, payrolls, work records and cost records; and a number of other items. Much of the success of the whole State park program depends on the prompt and efficient execution of all business management activities. Due to better organization and personnel, there has been a decided improvement in the efficiency with which business management work was done.

The beach and bathhouse at Hanging Rock State Park, in Stokes County. The 17 State Parks and Historical Sites administered by the Department of Conservation & Development cover 34,242 acres and include 12 cabins and 51 campsites with a total overnight capacity of 340. There are two restaurants and ten refreshment stands.



Major accomplishments in this phase of State park work during this biennium included planning and installing a completely new property inventory system consisting of property record cards at each State park and master property record cards in the Raleigh Office covering all property in the State park system; revision of some record keeping procedures for greater efficiency; and extensive work on the preparation of a Forms and Reports Manual and an Operating Manual.

Financially, business management was more successful than ever before as receipts from State park operation for the biennium July 1, 1952-June 30, 1954 reached an all-time high of \$183,213.17 as compared to \$174,862.13 for the biennium July 1, 1950-June 30, 1952.

6. INFORMATION AND EDUCATION

The outstanding achievement in this phase of work was publication in January, 1954 of 50,000 copies of the brochure, NORTH CAROLINA STATE PARKS. This publication was made possible by the effective work and interest of the Chairman of the Committee on State Parks and the Director of the Department, and the whole-hearted cooperation of the Advertising Division and the Advertising Agency. This well-illustrated brochure gives complete information on the North Carolina State Parks and, for the first time, enables the Department to answer inquiries about and disseminate information on the State parks in a systematic, attractive and comprehensive manner.

Approximately 12,000 copies of this brochure were distributed through June 30, 1954. In many cases, distribution was made with personal letters. Among those to whom copies of the brochure were sent are public school and college libraries; industrial personnel managers; industrial recreation directors; municipal recreation directors; motor clubs and chambers of commerce; and thousands of individuals in response to requests for information on the State parks.

Other information material prepared included the multilithed folder, "Brief History of Fort Macon"; information sheets on cabins and camping; and the chart, "Information on North Carolina State Parks."

In addition to making written replies to many thousands of requests for information on the State parks, and to answering verbally, either in the Raleigh Office or at the individual State parks, many more requests, personnel of the Division of State Parks made over a hundred talks to civic, school and other groups and a number of appearances on radio and television programs.

During this biennium, a number of full page feature articles on the State parks were carried in newspapers throughout the State and in several periodicals. In addition, a great many shorter news or feature items were carried in the press. A very interesting development, and a direct result of the publication of the brochure, NORTH CAROLINA STATE PARKS, was the appearance in several house organs of articles and stories on the State parks.



Attractive vacation cabins are available at Hanging Rock and Morrow Mountain State Parks.

Interior of State Park Cabin, rented completely furnished for vacation use.



Typical Group Activity, Girl Scout Campfire Circle, at Crabtree Creek State Park.





Artist's conception of Tryon Palace at New Bern, now being restored

Educational activities have included use of the State parks for outdoor education and school camps by the public schools; use of the State parks as out-door laboratories; conducted tours of State historical parks; and talks to school children.

7. PERSONNEL ADMINISTRATION

No other phase of the work of the Division of State Parks is more important than personnel administration. Basically, the State park program is concerned with people—those who serve (the State park employees) and those who are served (the State park users.) The quality and quantity of service the Department renders through its State park program depends upon the quality and quantity of the State park employees.

Realizing this, close attention and much effort were devoted to increasing the efficiency, know-how and production of State park personnel. Based on comprehensive studies, a definite organization chart was drawn up for each State park. In-service training was intensified through (a) on-the-job training; (b) semi-annual superintendents' meetings; (c) short courses; and (d) home study. The basic objective of all this was to make each State park employee fully aware of all his duties and responsibilities and to assist him to acquire the know-how needed to efficiently discharge his duties and responsibilities.

Marked improvement in efficiency and job performance resulted from this planned personnel administration and training program.

Commendation is due the employees of the Division of State Parks, particularly those stationed at the various State parks, for the many hours of overtime they have worked week in and week out without compensation in order to effectively carry out their duties and responsibilities. The volume of work demanded of State park employees has sharply increased year by year, while the number of employees has only slightly increased. The result has been that many State park employees not only work hours overtime every day and work six- and seven-day weeks, but some of them have been forced to forego all or part of their leave privileges. While everybody in the Division of State Parks realizes that every State park employee has to do a fair amount of overtime work without hope of additional compensation, such overtime work cannot be successfully substituted for adequate staffing of State parks.

8. PLANNING, DEVELOPMENT AND CONSTRUCTION

A. Permanent Improvements

Of the total of 118 projects included in the \$500,000 1947 and the \$1,074,144 1949 permanent improvement appropriations, only three construction projects are not either completed or under construction.

The following projects were completed during this biennium:

Cliffs of the Neuse State Park: Natural history museum and overlook area, dam and lake, bathhouse.

Fort Macon State Park: Enlargement of bathhouse, picnic shelter and picnic area development, restoration work on and installation of the museum in Fort Macon, parking areas, maintenance and service center.

Hanging Rock State Park: Tent and trailer campgrounds, boathouse, enlargement of bathhouse, cabins (6), cabin equipment, sewage disposal system, maintenance and service center, power line, telephone line.

Jones Lake State Park: Picnic area development, boats, park road construction, maintenance and service center, sewage disposal system, water supply system.

Morrow Mountain State Park: Boathouse and boating development, boats, natural history museum, park road construction, parking area construction.

On the banks of Lake Phelps, the State's second largest natural lake, and shaded by ancient cypress trees stands Somerset House, ante-bellum mansion now being restored as a show place of Pettigrew State Park near Columbia in coastal North Carolina.



Mount Mitchell State Park: Natural history museum, telephone lines, park community building including restaurant and employees' quarters, park community building equipment.

Pettigrew State Park: Boat pier, boats.

In addition, the following construction work was done:

Fort Macon State Park: A beach erosion project, consisting of stone groins, was constructed to correct a serious erosion condition near Fort Macon. This project was financed with a \$25,000 allotment from the Contingency and Emergency Fund. Public toilets and water and sewer systems were built to replace facilities destroyed by this erosion. This project was financed with an allotment of \$19,200 from the Contingency and Emergency Fund.

Morrow Mountain State Park: An employees' barracks was destroyed by fire and rebuilt with \$8,000 collected from the State Insurance Fund.

Mount Mitchell State Park: The State Highway and Public Works Commission completed, in June 1954, enlargement of the parking area near the top of Mount Mitchell. Through this splendid assistance from the State Highway and Public Works Commission, the enlarged parking area has almost three times the capacity of the old parking area and has relieved the dangerously congested condition previously existing.

At **Tryon Palace**, restoration of the west wing of the palace and the construction of a replica of the east wing of the palace were both carried well along toward completion during the biennium. Physical and documentary research was also carried on continuously during the biennium. All of this work was financed from the bequest of more than one and a half million dollars made by the late Mrs. Maude Moore Latham for the restoration of Tryon Palace. Other major developments included the closing and removal of the block of George Street that runs through the project and removal of most of the houses on the site.

B. Acquisition of New Areas

Two new areas were acquired during this biennium:

Brunswick Town State Historical Park: On December 22, 1952, Mr. J. Laurence Sprunt of Wilmington, and his family, deeded to the State of North Carolina 113.75 acres of Orton Plantation in Brunswick County for State historical park purposes. This tract included the site of the old Town of Brunswick and was designated as Brunswick Town State Historical Park. On April 24, 1953, the remains of Saint Philips Church and 4.88 acres of land were deeded to the State by the Episcopal Diocese of East Carolina for addition to Brunswick Town State Historical Park.

Battle of Alamance State Historical Park: By deed dated September 8, 1953, the County of Alamance deeded to the State for State historical park purposes a 40-acre tract in Alamance County which includes the site of the pre-Revolutionary War Battle of Alamance. This area was designated as the Battle of Alamance State Historical Park.

C. Eliminated from the State Park System

Cape Hatteras State Park: On December 22, 1952, this area was deeded to the United States of America for inclusion in the Cape Hatteras National Seashore Recreational Area. This particular area, therefore, ceased to be a State park on that day and became a part of the National Park.

Hiwassee Lake State Park: On December 31, 1952, the lease with the Tennessee Valley Authority for this area was terminated and it ceased to exist as a State park.

D. Additions to Existing Areas

Cliffs of the Neuse State Park: On February 10, 1954, the partners of H. Weil and Brothers of Goldsboro made a gift, through the Wayne Foundation, of 33.78 acres of land for addition to Cliffs of the Neuse State Park. This generous and very much appreciated gift added a much needed tract to the park.

Crabtree Creek State Park: Exchange of 217 acres of land within Crabtree Creek State Park for 177 acres of land adjoining the park was officially made on December 29, 1953.

Pettigrew State Park: A tract of 1.5 acres adjoining Pettigrew State Park was purchased on January 16, 1954 from Mr. R. M. Spear.

Tryon Palace: A number of lots were acquired in New Bern during the biennium for addition to the Tryon Palace project. On June 30, 1954, the Governor made an allotment of \$20,000 from the Contingency and Emergency Fund for purchase of additional property. This brought to \$227,000 the total amount of State funds allocated for land acquisition for this project.

9. COOPERATION WITH AND SERVICES TO OTHER AGENCIES

The Division of State Parks has continued to squeeze into its crowded program the work of giving advice, consultation and other services to various municipal, county, religious, youth and other organizations on park problems. These services included supplying standard plans for certain improvements and visits to sites. Cooperative work on mutual problems was carried on, as usual, with the National Park Service and that agency rendered valuable advice and assistance on a number of State park problems.

LEGISLATION

Legislation enacted by the General Assembly of 1953 which concerns the Division of State Parks is as follows:

S.B. 164. Changes name of Buggs Island Development Commission to John H. Kerr Reservoir Development Commission. Authorizes Department of Conservation and Development to enter into license agreement with Army Engineers for administration, and maintenance of over 5,000 acres of land as Nutbush Conservation Area; authorizes Department of

Conservation and Development to delegate authority and responsibility for administration, operation and maintenance of area to John H. Kerr Reservoir Development Commission. Appropriation \$33,000.

S.B. 272. Authorizes Tryon Palace Commission to receive and expend funds, etc.; authorizes further organization of Commission by providing for election of Treasurer who is authorized to receive and expend funds, etc.; negotiate securities, etc.; provides that Commission funds, etc., may be expended through State Treasurer or Department of Conservation and Development.

S.B. 273. Creates Historic Sites Commission which is authorized to approve or disapprove historic and archaeological sites, etc., proposed for State aid or State acquisition; authorizes Governor and Council of State to allot Contingency and Emergency Funds for acquisition of such sites; provides that properties acquired by State be under the control of the Division of State Parks.

S.B. 337. Amends G.S. 113-34 to authorize Department of Conservation and Development, with approval of Governor and Council of State, to enter into leases of lands and waters for State parks, State lakes and recreational purposes; authorizes Department of Conservation and Development to construct, maintain and operate public use facilities on such lands and waters and to make rules and regulations for same.

H.B. 299. Authorizes County of Alamance to deed site of Battle of Alamance to State for State Historical Park purposes.

H.B. 387. Authorizes Department of Conservation and Development to pay \$1,490.00, the remaining balance of fund appropriated under Chapter 788 of 1951 Session Laws, against \$2,500.00 note issued by Edenton Tea Party Chapter DAR and held by North Carolina Society for Preservation of Antiquities.

H.B. 755. Sets up Zebulon Baird Vance Memorial Commission for purpose of accepting gifts and property and acquiring birthplace of Governor Zebulon Baird Vance; authorizes Commission to turn memorial, when acquired and fully restored, over to State for administration by Department of Conservation and Development. Makes Director of Conservation and Development ex-officio member.

H.B. 956. Establishes Lockhart Gaddy Wild Goose Refuge Commission for purpose of preserving and continuing Lockhart Gaddy Wild Goose Refuge in Anson County. Makes Director of Department of Conservation and Development and Superintendent of State Parks members of Commission.



Important not only to the Tourist industry, but as an attraction for other industries, are North Carolina's 28 State and National Parks, Parkways and Forests. This photograph, produced by the State Advertising Division and published throughout the world, is of Mile High Overlook near Cherokee and Waynesville, where the Blue Ridge Parkway meets the Great Smoky Mountains National Park. These are the most used facilities in the National Park system.

STATE ADVERTISING DIVISION

Telling the world about North Carolina's attractions is the mission of the State Advertising Division.

Established by the General Assembly of 1937, the Division's purpose is set forth in General Statutes 113-15 as follows:

"It is hereby declared to be the duty of the Department of Conservation and Development to map out and carry into effect a systematic plan for the nationwide advertising of North Carolina, properly presenting, by the use of any available advertising media, the true facts concerning North Carolina and all of its resources."

Policies are formed by the State Advertising Committee, comprised of five members of the Board of Conservation and Development. After approval by the Board, these policies are executed by the State Advertising Division in a broad scale promotional and informational program encompassing 12 principal functions:

1. Display advertising in newspapers and magazines.
2. Printed booklets and pamphlets.
3. Radio and television.
4. Motion pictures.
5. Travel information.
6. Travel Shows and convention displays.
7. News and feature stories.
8. Photographs, color and black and white.
9. Response to mail inquiries.
10. Supplemental replies to requests for tourist and industrial information by reference to other agencies.
11. Accurate information for publishers of encyclopedias, almanacs, textbooks and other publications.
12. Special services to writers and photographers on North Carolina assignments.

At the time of the inauguration of the State Advertising program, the tourist industry was valued at only \$35,000,000 a year. In 1951, when the Fifth District Federal Reserve Bank surveyed the industry, it estimated North Carolina's tourist industry to be worth \$300,000,000 a year. This growth has continued, and the tourist industry is now estimated to be ten times as large as it was when the State started advertising its attractions. The State's greatest progress in attracting new industry and new permanent residents for retirement has taken place while the advertising program was in effect. The direct return to the State and its sub-divisions in taxes is many times the investment in advertising.

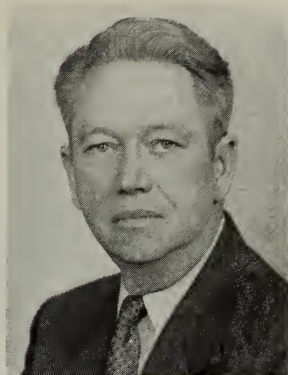
The initial investment in display advertising (for the biennium 1937-39) was \$150,000. For the biennium 1952-54 it was \$317,000.

The largest portion of the appropriation is invested in advertising in newspapers and magazines, all outside North Carolina. This is in accordance with a resolution of the N. C. Press Association in 1937. Publications within the State have been consistently generous in publishing information about the State without cost.

TELLING THE WORLD

North Carolina Wins National Recognition In Advertising Field

By CHARLES PARKER
State Advertising Director



The State Advertising Division told the world about North Carolina during the biennium in more display advertising, more news and features, photographs and television, and the largest amount of promotional literature in its history. New motion pictures were made, and participation in travel shows and visual display media were stepped up to new highs in support of the State's growing Tourist Industry.

Three awards in national and international competition were conferred upon the Division:

1. For the best travel literature produced in the United States, 1953, by the National Association of Travel Organizations.
2. For the best travel news coverage in the United States, 1953, by the Mid-West Travel Writers Association.
3. Second place award for the best travel coverage of any area in the world, 1953, by the Mid-West Travel Writers Association. (First place in this competition was won by Pan American World Airways. Honorable mentions were awarded the states of New York, Kentucky and travel promotion organizations of Miami Beach and Sun Valley.)

Increased Bulk Distribution

The stepped-up tourist advertising campaign resulted in the heaviest bulk distribution of travel literature about North Carolina since the beginning of the State Advertising program in 1937—more than a million copies to 1,200 travel information bureaus in all 48 states, the District of Columbia and Canada. The bulk distribution program represents a service of the Division that was greatly expanded during the biennium. Emphasis was placed upon this type of distribution rather than direct mail inquiry, but despite the change in policy whereby quality rather than quantity mail was solicited, and reply coupons were omitted in a considerable number of advertisements, direct mail inquiries totalled 240,403. They came from all 48 states, the District of Columbia and over 60 foreign countries. Detailed records as to origin of inquiries, both as to geography and media, are available and are invaluable in mapping future campaigns.

Tourist Promotion

These inquiries were not only serviced with general literature and the replies placed in the mail within 24 hours after receipt—a record which continued to elicit considerable favorable comment as most other tourist promotion agencies appear to be less prompt in handling inquiries—but many of the inquiries were referred to local and regional chambers of commerce and resorts for follow-up. This is a new and important service developed by the Division during the biennium.

In lieu of a State Chamber of Commerce, the Advertising Division expanded its services as the State's central information agency. Thousands of inquiries were referred to it by chambers of commerce throughout the State, and by other government agencies. Its role as the State's information center is now so well established that the Post Office delivers mail to it that is directed to the non-existent State Chamber of Commerce—as well as letters with no more address than just "North Carolina."

At the beginning of the State advertising program special services to the Tourist Industry were performed by the Governor's Hospitality Committee. Its functions were merged with the State News Bureau during World War II, and were continued in the Advertising Division until 1953, when the magnitude of the Tourist Industry was recognized with the establishment of the State Tourist Bureau in the Division of Commerce and Industry. At this time non-promotional functions performed by the Advertising Division, as contrasted with advertising and publicizing the Tourist Industry, were transferred to the Division of Commerce and Industry.

Broad Effect of State's Advertising

The effect of North Carolina's promotional program is far broader than is reflected in immediate response. Long-range aspects are inherent to its plan which includes supplying informational material to newspapers, magazines, radio and television for use on a public service basis as well as paid display advertising. North Carolina's promotional program is founded on the theory that the best propaganda is the TRUTH—the truth attractively presented.

North Carolina's advertising is different, and it is widely imitated. Some of the copy is unconventional by routine advertising standards. Greater use is made of trade and professional publications than by some states. Our purpose in preparation of copy is to advertise a prestige product, the State of North Carolina, and to present it with due dignity.

This approach makes for advertising copy that is very difficult to prepare. It requires an abnormal amount of research and tighter writing and use of art than some others demand. It also tends toward schedules embracing more small space insertions and greater use of relatively low circulation media than in conventional community development programs. Such a program imposes maximum demand upon an advertising agency, and offers minimum return. It requires more both in talent and imagination than does the production of ordinary advertising.



An example of television use of North Carolina material is shown here. This telecast by the Baltimore Sun Station, WMAR-TV, was prepared by the State Advertising Division. The Division's North Carolina films were used by major networks and by NBC and CBS in New York as well as by scores of other stations.

In addition to bringing new industries and more tourists to the State, the broadscale effect of this type of informational service is favorable comment by others and retained impressions. Examples of these include a recent reference by *Cosmopolitan Magazine* to "Outdoor dramas like those originated in North Carolina." More recently, in June 1954, in fact, *Town Journal Magazine* led off an article with the statement: "North Carolina—traditionally a state with advanced tendencies." *Time Magazine* referred to North Carolina as "the most progressive Southern state."

Advertising didn't make these statements true—it simply got them out from under the bushel and into world-wide view.

Over 300,000,000 Advertising Messages

Typical display advertisements placed by the Division during the biennium are pictured on the page following. They appeared in 117 national and regional newspapers and magazines and carried a total of 304,363,853 messages (circulation times insertions) about North Carolina.

As in the past, the major emphasis was upon promoting the State's attractions for tourists and industry. Total appropriation for display advertising in the biennium was \$317,500.

The North Carolina Press Association, at its 1954 winter meeting, endorsed the advertising campaign and accepted the offer of the Advertising Division to furnish mats of industrial advertisements for publication without cost to the State. More than 100 North Carolina newspapers and magazines reproduced a series of four of these advertisements as a public service.

Principal publications in which North Carolina advertising appeared during the two years covered by this report included:

MAGAZINES

AAA Southeastern Tour Book
Advertising Age
American
American Forests
American Motorist
American Weekly
America's Textile Reporter
Blue Book of Southern Progress
Business Week
Coronet
Cosmopolitan
Detroit Motor News
Dun's Review

Farm & Ranch
Field & Stream
Fisherman
Fortune
Grade Teacher
Highway Traveler
Holiday
Instructor
Look
Manufacturer's Record
National Geographic
Newsweek
Ohio Motorist

Outdoor Life
Pathfinder
Photography
Progressive Farmer
Redbook
Sales Management
Survey of Buying Power
Salt Water Sportsman
Saturday Evening Post
Time
Travel
U. S. Camera
U. S. News & World Report

NEWSPAPERS

Atlanta Journal Constitution
Augusta Herald Chronicle
Baltimore American
Baltimore Sun
Baltimore Sunday American
Beaumont, Texas Enterprise Journal
Birmingham News Post-Herald
Charleston News Courier & Evening Post
Chicago American
Chicago News
Chicago Tribune
Chicago Sun Times
Cincinnati Enquirer
Cincinnati Post
Cincinnati Times Star
Cleveland Plain Dealer
Columbus Dispatch
Dallas Times Herald
Detroit Free Press
Detroit News

Detroit Times
Fort Lauderdale News
Hartford Courant
Houston Chronicle
Indianapolis Star
Jacksonville (Florida) Times Union
Lexington Herald Leader
Little Rock Arkansas Gazette
Louisville Courier Journal
Miami Herald
Miami News
Milwaukee Journal
Mobile Press Register
New Orleans Item
New Orleans Times Picayune
New Orleans Times Picayune & States
New York Mirror
New York Journal American
New York News
New York Herald Tribune

New York Times
New York World Telegram Sun
Norfolk Virginia Pilot
Orlando Star
Philadelphia Bulletin
Philadelphia Inquirer
Pensacola News Journal
Pittsburgh Press
Pittsburgh Sun Telegraph
Roanoke Times
Richmond Times Dispatch
Savannah News Press
St. Petersburg Times
Toledo Blade
Washington News
Washington Post
Washington Star
Washington Times Herald
Wilmington News Journal

Regional circulation: Wall Street Journal, Christian Science Monitor, Journal of Commerce.

NORTH CAROLINA ADVERTISING

583,213 MESSAGES
67 NEWSPAPERS

1952 - 1954

127,780,693 MESSAGES
IN 50 MAGAZINES



PREPARED BY -
BENNETT ADVERTISING, INC.
HIGH POINT • CHARLOTTE

OVER 2,000,000 COPIES OF 112 BOOKLETS AND PAMPHLETS 1952-54

PRODUCED by the STATE ADVERTISING DIVISION



Accessible North Carol.

FACTS about NORTH CAROLINA

MID-SOUTH RESORTS

FLY with the **PIEDMONT PACEMAKERS**

TOP TRAVEL

PIEDMONT Airlines

SPENDING SEASONS - SPECIAL TRAVELERS - PASSENGERS

BLUE RIDGE and the GREAT SMOKY MOUNTAINS of NORTH CAROLINA

SCENE ALONG BLUE RIDGE PARKWAY

THE BLUE RIDGE and GREAT SMOKY MOUNTAINS of NORTH CAROLINA

THE GREAT SMOKIES IN SUMMER

North Carolina STATE PARKS

the outer banks of north carolina

North Carolina Variety Vacationland

Blue Ridge Mountains in North Carolina

THE MIDSOUTH Resorts and ALL-YEAR COAST of NORTH CAROLINA

THE GREAT SMOKIES IN SUMMER

North Carolina *Variety Vacationland* TRAVEL NEWS SUMMER 1954

Blue Ridge Parkway

Season is Tops

THE BIG CHANGE

ROY E. LARSEN

with foreword by GEORGE WILLIAMS E. UMSTEAD

NORTH CAROLINA

North Carolina Department of Conservation and Development
Division of State Parks

Small poster
in a
booklet
with
COTAS
& N.C.

actes

MOU



Over 2,000,000 Copies of 112 Publications

During the biennium the Advertising Division produced 2,005,472 copies of 112 publications, 1,444,752 of them by offset and letterpress printing and 560,720 on the Department's own reproduction equipment.

There were 18 printed and lithographed booklets, among them the largest order for printing ever placed by the Division—for three quarters of a million of the Mountain, Coast and Variety Vacationland folders. These three folders, in full color, are the Division's chief promotional pieces in 1954. Other large printings included 114,000 Variety Vacationland books, 227,000 Tar Heel State booklets, 51,000 State Parks folders, 50,000 Calendar of Events, and 25,000 North Carolina Story (reprints of special edition of January 1954 Manufacturers Record).

News, Pictures and Special Services

The State News Bureau produced and distributed 390 news and feature stories and distributed 9,651 photographs for publication throughout the United States and abroad. These were predominantly in support of the tourist industry, but a large number of photographs of industry were made and the file of industrial pictures is now the best in the history of the Division. These pictures were used in the special North Carolina Edition of the Manufacturer's Record, in industrial display advertising generally, and in special stories to industrial and commercial publications and in pamphlets and brochures.

The News Bureau supplied information for revision of the North Carolina section of encyclopedias and almanacs in the U. S. and abroad, and continued its assistance of writers and photographers on North Carolina assignment and in the entertainment of special guests, including the President of Turkey.

Literature and display material was provided for important conventions and travel shows. These included the Lions International Convention in Chicago, National Education Association meetings in Miami and New York, Junior Chamber of Commerce and Elks, and Travel Shows of the Detroit News and Washington Star and in cooperation with Trailways, exhibiting in the International Travel Show in Washington. The American Automobile Association made extensive use of the "Variety Vacationland" movie.

The News Bureau staff assisted with the fiftieth anniversary observance of the first flight at Kill Devil Hills and cooperated with the Carolina Motor Club and Blue Ridge Parkway Association in conducting a tour of 50 writers and travel counselors over the Parkway.

Under the leadership of Hugh Morton, Chairman of the Advertising Committee, exhibits were prepared and furnished editors and press associations about polio in North Carolina and other states and its relation to the tourist industry. This information was well received and considerable improvement was noted as a result of this cooperation.



The North Carolina exhibit at the Lions International Convention in Chicago, 1953, for which murals and literature were supplied by the State Advertising Division—an example of one of the many ways in which the State is advertised.

Motion Pictures and Television

A new 30-minute "Tar Heel State" motion picture was produced in 1953, and work was begun on a special television edition of "Variety Vacationland." Upon its completion, the Advertising Division will have three motion pictures, including the audience version of "Variety Vacationland."

These motion pictures were produced for the Division by the Communication Center of the University of North Carolina, and the arrangement for distribution through the University's Film Library was continued through the biennium.

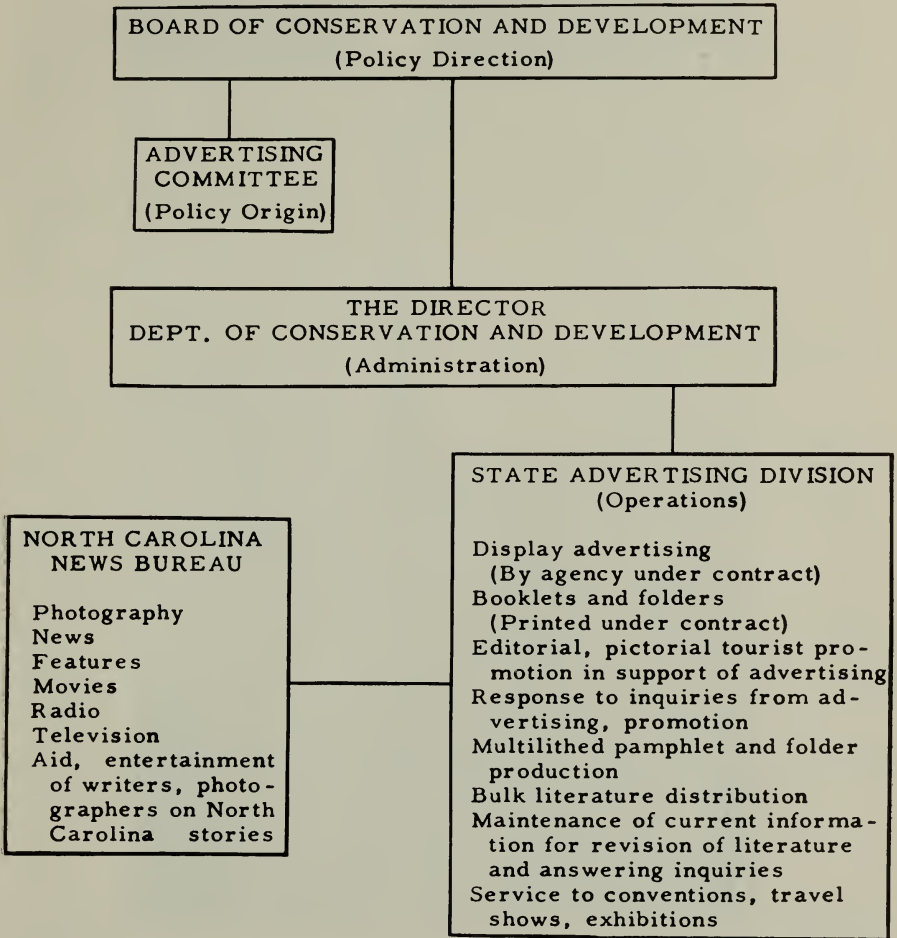
Demand continued high for showings to club, school and other groups in addition to TV requirements. The 32 "Variety Vacationland" films (in color for audience showings) were shown to 1,498 audiences totaling 145,456. The 12 "Tar Heel State" films were viewed by 350 audiences numbering 39,468.

Television

The new 14½ minute "Variety Vacationland," scheduled for release in the autumn of 1954, is especially edited and cleared as to musical score for television. The Division considerably improved its position in relation to TV by producing still photographs and script materials especially suited to this medium. The Division produced three live travel shows during the biennium, two for the Baltimore Sun Station WMAR-TV and one for WFMY-TV in Greensboro, and prepared script for a series of American Automobile Association programs and provided clips from its films for NBC and CBS networks.

"The Tar Heel State" film was televised by CBS-TV in New York in June 1954. TV use increased so rapidly during the biennium that the five black and white films owned by the Division were constantly in demand.

PLAN OF ORGANIZATION FOR STATE PROMOTION



The chart shows processes behind the production of finished products of the Advertising division—display advertising, tourist and industrial literature, motion pictures, photographs, news and feature stories, and material for radio, television and display purposes. Ideas are originated in and first approved by the State Advertising Committee, which submits major policy decisions to the entire Board, which in turn passes directives to the Director of the Department of Conservation for administration by the Advertising Division, of which the North Carolina News Bureau is a section. Normal personnel strength of the Division is 11 persons.



Miles J. Smith, Vice Chairman of the Board of Conservation and Development and Chairman of the Committee on Water Resources, Inlets and Coastal Waterways, photographed against a background of the Yadkin River and industries of his home city of Salisbury.

A RECORD OF PUBLIC SERVICE

The Board of Conservation and Development held eight meetings during the biennium, two in Raleigh and two in Morehead City as required by statute, and the others in Elizabeth City, Asheville, Wilmington and Raleigh. A digest of the record of these meetings appears on pages following with other photographs of chairmen in settings typical of the activities of their committees.

HIGHLIGHTS OF BOARD MEETINGS

JULY 1952—MARCH 1954

MEETING AT MOREHEAD CITY, JULY, 1952

Members Present: Miles J. Smith, presiding; Charles S. Allen, W. B. Austin, A. L. Cavanaugh, Staley A. Cook, Walter J. Damtoft, Ferd Davis, C. Sylvester Green, Charles H. Jenkins, Fred P. Latham, Hugh M. Morton, J. C. Murdock, and Buxton White.

P. Bert Robb, director of the Michigan State Waterways Commission, who was on loan to the State to make a survey of North Carolina's small ports and inland waterways, said North Carolina has "the greatest potential ports and waterways developments" of any state along the Atlantic Coast. He said North Carolina should spend at least \$7 million for development of small ports and inland waterways.

Dr. Albert Coates, director, Institute of Government, University of North Carolina, announced plans for holding State Conservation Congress in November at Raleigh.

Plans to protect the State's 18 million acres of woodlands from pests and insects were made after hearing U. S. Forest Service experts.

The Board accepted a three and one-half year progress report from the Advertising Division and commended the State Highway and Public Works Commission for development of a roadside parks program. Reports indicated tourist travel was far ahead of last year.

Plans for a survey designed to help solve the problems of more economic marketing of finfish and shellfish products were discussed, with the request the University of North Carolina be requested to assist in the project.

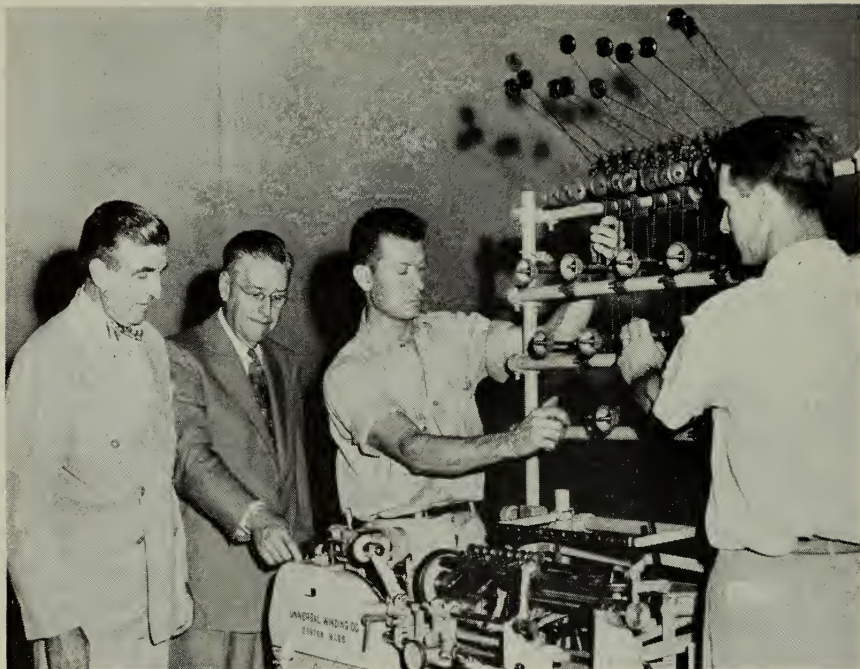
The Committee on Commerce and Industry emphasized that there had been a wholesome trend toward diversification of industry during the past six months.

MEETING IN RALEIGH, NOVEMBER, 1952

Members Present: Miles J. Smith, chairman; W. B. Austin, A. L. Cavanaugh, Ferd Davis, C. Sylvester Green, W. J. Damtoft, Charles H. Jenkins, Fred P. Latham, Hugh M. Morton, Mrs. Roland McClamroch, and Buxton White.

The Board voted to renew an oil and gas mining lease previously granted to the Coastal Plains Company for drilling operations in Eastern North Carolina at the request of Matt H. Allen, representing the drilling concern.

Director Ross was authorized to extend invitations to members of the North Carolina Coastal Marine Council and the newly organized North Carolina Fisheries Association, Inc., to send representatives to the Board's



Chairman Robert M. Hanes of the Committee on Commerce and Industry (left) inspects, with Manager Fred Henderson of the Western Electric plant in Winston-Salem, production of precision electronics parts. Western also has large plants in Burlington and Greensboro.

January meeting in Raleigh to hear a report by Parsons, Brinckerhoff, Hall and Macdonald of New York regarding plans for an economic and engineering survey of the State's small ports and inland waterways.

The Board approved passage of legislation to empower the Governor to issue a proclamation closing woodlands of the State during hazardous fire conditions as he deemed proper to protect such woodlands from fire.

The Board accepted the offer of J. L. Sprunt, representing the owners of Orton Plantation, to donate the colonial Town of Brunswick, now a part of Orton, to the State for development as a State Park.

State Forester Fred H. Claridge reported on the 77th annual convention of the American Forestry Association, which was held in October, 1952, in Asheville. Representatives from 38 states attended. The State Forester paid special tribute to Wade Lucas, Department publicity officer, for fine publicity work in connection with the convention. Former State Forester John Simcox Holmes was presented a scroll as a tribute to his long service to North Carolina.

The Board accepted an offer to add the site of the Battle of Alamance in Alamance County to the State Park system.

Resolutions were adopted praising Governor W. Kerr Scott and Cover-

nor-elect William B. Umstead for their interest in the conservation and development of the State's natural resources. The Institute of Government was praised for helping coordinate arrangements for holding the Conservation Congress, which was held at the conclusion of the Board's business meeting.

MEETING IN RALEIGH, JANUARY, 1953

Members Present: Miles J. Smith, chairman; Charles S. Allen, W. B. Austin, A. L. Cavanaugh, Staley A. Cook, W. J. Damtoft, S. W. Enloe, Jr., C. Sylvester Green, Charles H. Jenkins, Fred P. Latham, Mrs. Roland McClamrock, Hugh M. Morton, J. C. Murdock, and Buxton White.

W. P. Clark and Stewart Thames, representing Southern Industries, Inc., Mobile, Alabama, appeared and requested a lease to survey and dredge the waters of North Carolina for dead oyster shells. They said their concern is now carrying on such an operation in Alabama and it is netting that State approximately \$16,000 per month in royalties. The matter went to the Committee on Mineral Resources for study and action.

The resignation of Dr. W. Locke Robinson of Mars Hill as a member of the Board for reasons of health was reported. A resolution expressing regret over the resignation was adopted.

Chairmen and vice-chairmen of the Senate and House Committees on Conservation and Development were introduced. They were Senators R. Grady Rankin of Gaston County, chairman; and J. V. Whitfield of Pender County, for the Senate, and Representatives A. C. Edwards of Greene County, chairman; and Russell A. Swindell of Hyde County, vice chairman, for the House of Representatives. The committee chairmen said they would be happy to work with the Board and the Department and would welcome any suggestions.

Advertising Director Charles J. Parker reported a new high in recreational travel in the State during 1952, and that a record number of inquiries had been received as a result of the State's display advertising campaign.

The Board recommended that the Cherokee Historical Association be relieved by the State of the obligation of repayment of \$25,000 appropriated by the 1951 General Assembly for operation of the Information Center at the North Carolina entrance to the Great Smoky Mountains National Park.

The Committee on Mineral Resources reported that the Alabama firm wishing to dredge for dead oyster shells in Eastern North Carolina waters had limited their dredging program to Albemarle and Currituck Sounds. The Committee recommended that the Alabama firm be allowed to proceed with the lease pending a mail vote to be taken of Board members within 30 days and subject to approval by the Governor, Council of State and the Attorney General.



Chairman Walter J. Damtoft of the Forestry Committee is shown in the group at the left at one of the Champion Paper and Fibre Company's tree farms, which helps supply its vast paper mill at Canton. Left to right—William Edmunds, representing American Forest Products Industries; Mr. Damtoft, and Reuben Robertson, chairman of board of Champion.

MEETING IN ELIZABETH CITY, APRIL, 1953

Members Present: Miles J. Smith, chairman; W. B. Austin, A. L. Cavanaugh, Staley A. Cook, W. J. Damtoft, Ferd Davis, S. W. Enloe, Jr., C. Sylvester Green, Charles H. Jenkins, Fred P. Latham, Mrs. Roland McClamroch, Hugh M. Morton, Charles S. Allen, J. C. Murdock and Buxton White.

Governor William B. Umstead, honorary chairman of the Board, sent a letter to Chairman Smith expressing regret at not being able to attend the Board's meeting.

A public hearing was held on the proposal of Southern Industries, Inc., Mobile, Alabama, for a lease to dredge for dead oyster shells in Currituck and Albemarle Sounds. Representatives Herbert Bonner of the First District and Thurmond Chatham of the Fifth District, together with Wildlife enthusiasts from North Carolina and Virginia, opposed granting of the lease on the ground it would be harmful to wildlife inhabiting the two sounds.

The Mineral Resources Committee subsequently recommended to the Board that it accept the withdrawal of the application for a dredging lease by the Alabama company.

MEETING IN MOREHEAD CITY, JULY, 1953

Members Present: Governor Umstead, chairman, presiding; Charles S. Allen, W. B. Austin, Carl Buchan, Jr., W. J. Damtoft, Scroop W. Enloe, Jr., Robert M. Hanes, Leo H. Harvey, Charles H. Jenkins, Amos R. Kearns, Cecil Morris, Hugh M. Morton, Henry Rankin, Eric W. Rodgers, Miles J. Smith, and T. Max Watson. Ben E. Douglas, newly appointed Director of the Department of Conservation and Development, and his aides were also present.

Chairman Amos R. Kearns of the State Parks Committee is shown inspecting plans on the site of the restoration of the palace of Governor Tryon in New Bern, one of the important Colonial structures in America and first seat of the government of the State of North Carolina following the Revolution.



Governor Umstead outlined an objective program for the Board. He told Board members that as members of the Board "each of you will have an opportunity to really pay back something to the State for all the blessings that each one of you has received at the hands of the State."

Committees were named and Miles J. Smith and W. J. Damtoft were named first vice chairman and second vice chairman, respectively.

J. L. Bossemeyer, executive vice president, National Association of Travel Organizations, Washington, D. C., addressed the Board on "Our Growing Travel Industry," and presented to the Department's Advertising Division an award for the outstanding travel publication of the year.

The Board transacted various business and on August 14, 1953, held a recessed meeting in Raleigh to complete final action on the awarding of the State advertising contract. It was awarded to Bennett Advertising Agency of High Point and Charlotte.

MEETING IN ASHEVILLE, OCTOBER, 1953

Members Present: Miles J. Smith, first vice chairman, presiding; W. B. Austin, Carl Buchan, Jr., W. J. Damtoft, Scroop W. Enloe, Jr., Charles H. Jenkins, Amos R. Kearns, Cecil Morris, Hugh M. Morton, Henry Rankin, Jr., Eric W. Rodgers, and T. Max Watson.

Director Douglas reported large attendance at the Industrial Development Forums held to date. The Forums were held in Zebulon, Marion, Bryson City, Statesville, Burlington, Scotland Neck, Elizabethtown, Elizabeth City and Burgaw. Director Douglas outlined his plans for a Speakers Bureau to appear before various groups to assist in industrial development.

Employment of C. G. Holland of Carteret County as assistant Fisheries Commissioner was approved.

The Board voted to cooperate with the Southeastern Forest Experiment Station in a wood waste study after such a plan had been suggested by the Board's Committees on Commerce and Industry and Forestry.

MEETING IN RALEIGH, JANUARY, 1954

Members Present: Governor William B. Umstead, chairman, presiding; Miles J. Smith, first vice chairman; W. J. Damtoft, second vice chairman; Charles S. Allen, W. B. Austin, Carl Buchan, Jr., Scroop W. Enloe, Jr., Leo H. Harvey, Charles H. Jenkins, Cecil Morris, Hugh M. Morton, Henry Rankin, Jr., Eric W. Rodgers, and T. Max Watson.

Director Douglas reported on the Department's industrial development plans. He announced that a Speakers' Bureau of 27 outstanding business and professional men had been organized to speak to groups throughout North Carolina, advising them on how best to go about obtaining new industries for their communities. He reported that Industrial Development Workshops were also being held in each county of the State, with representatives from the Department's Commerce and Industry Division working with local groups on industrial development.

Serious thought, the Director said, was also being given to plans to start a program looking toward the processing, packaging and marketing of agricultural and fisheries products.

Plans were approved for a survey of wood waste in the State in cooperation with the Southeastern Forest Experiment Station at Asheville.

Chairman Chester Morris of the Commercial Fisheries Committee (right) in conference with Eric W. Rodgers, Assistant to the Director, and C. Gehrman Holland, Assistant Fisheries Commissioner, on the State Dock at Morehead City. State Fisheries patrol boats are in the background.



Fred Whitaker, manager of the Tourist Bureau, reported much enthusiasm was being shown in Tourist Workshops held over the State to promote better service for tourists in general.

Governor Umstead personally thanked members of the Board for what he termed the splendid work they had done in the six months they had been in office. He said the Board members had already made a "great contribution" to the State. Director Douglas was also thanked by the Governor, not only for his untiring energy but for his apparently never-ending supply of new ideas which he was constantly bringing into the work of the Department. Governor Umstead thanked Department division heads and employes and other State Departments and agencies for helping the Department of Conservation and Development enlarge its activities.

A resolution was adopted calling for an up-to-date Water Code for the State, and for the conservation and wiser utilization of North Carolina's water resources. The resolution also called on Governor Umstead to appoint an advisory water committee of seven men to work with the Board's Committee on Water Resources in formulating such a program as called for in the resolution.

The chairman of the committee on Mineral Resources, W. Scroop Enloe, Jr., of Spruce Pine (right) discusses high grade china, made from North Carolina kaolin, with Dr. J. L. Stuckey, head of the Division of Mineral Resources.





Overlooking the Blue Ridge Mountains, one of the State's important "Variety Vacationland" attractions, are Chairman Hugh Morton of the State Advertising Committee and Director Ben E. Douglas. The photograph was made atop Grandfather Mountain.

MEETING IN WILMINGTON, MARCH, 1954

Members Present: Miles J. Smith, first vice chairman, presiding; W. J. Damtoft, Charles S. Allen, W. B. Austin, Carl Buchan, Jr., Scroop W. Enloe, Jr., R. M. Hanes, Leo H. Harvey, Charles H. Jenkins, Amos R. Kearns, Cecil Morris, Hugh M. Morton, Henry Rankin, Jr., Eric W. Rodgers, and T. Max Watson. Governor William B. Umstead, chairman, joined the Board later and presided over its closing business sessions.

Director Douglas called attention to the formation of the Governor's Advisory Water Resources Committee to work with the Board's Water Resources Committee in the formulating of a new State Water Code.

Director Douglas also said a new Cape Hatteras Seashore Commission, which was appointed by the Governor, took office on March 2, 1954, and held its organizational meeting in his office in Raleigh. The Director was named chairman of this commission, which represents the State in the Development of the Cape Hatteras National Seashore Recreational Area.

The National Park Service's proposal that the Department assume the task of letting the contract for a Minerals Museum at Gillespie Gap in the Blue Ridge Parkway near Spruce Pine was accepted.

Members of the Department's Speakers Bureau, all volunteers, delivered a total of 43 speeches since its formation late last year, Director Douglas reported in the efforts being made to stimulate the bringing in of more new industries to the State.

A new survey revealed 144 structures ranging in size from 5,000 to 200,000 square feet were available for industries seeking site locations in the State.

Mr. Kearns told of being in New York when Governor Umstead and Director Douglas met with a distinguished group of North Carolinians now living there and in the metropolitan area at a meeting of the North Carolina Society of New York. Mr. Kearns said he was greatly impressed with the enthusiasm shown by these native North Carolinians and their desire and willingness to help the State grow industrially.

Chairman Eric W. Rodgers of the Board's Committee on Commercial Fisheries presented several recommendations designed to clarify and strengthen the State's commercial fishing statutes. One resolution adopted will have the effect of making it more difficult for out-of-state shrimp trawlers to operate in North Carolina's inland waters unless they comply with this State's laws governing commercial fishing, and their states grant reciprocal privileges.

Director Douglas told the board that Paul Kelly had requested to be relieved of his duties as chief development engineer in charge of the Division of Commerce and Industry because of his health. The Director requested permission to create a section of research and statistics to be headed by Mr. Kelly so that his 27 years of experience with the Department could be utilized for the benefit of the Department's industrial efforts and for other functions. The request was granted and Mr. Kelly was given a vote of thanks by Chairman Robert M. Hanes and members of the Board's Committee on Commerce and Industry for work he has done.

Governor Umstead, presiding, announced the appointment of Eric W. Rodgers as Administrative Assistant to Director Douglas. The Governor then announced the appointment of Cecil Morris as chairman of the Committee on Commercial Fisheries to succeed Mr. Rodgers.

The Board then adjourned and the members were honor guests of the Wilmington Azalea Festival Committee at the annual Azalea Festival. Hugh Morton, Board member from Wilmington, was congratulated by the Governor and his fellow Board members for work he has done in helping make the Azalea Festival known throughout this and other nations.

DEPARTMENT PERSONNEL

as of June 30, 1954

ADMINISTRATION

Ben E. Douglas	Director
Eric W. Rodgers	Assistant to the Director
Evelyn G. Yelverton	Administrative Assistant
Mrs. John C. Bagley	Accounting Clerk
W. Ray Bishop	Auditor and Personnel Officer
Willa M. Bolton	Accounting Clerk
Nell R. Dodge	Stenographer Clerk
Rachel F. Fulcher	Accounting Clerk
Betty B. Hodge	Stock Clerk
Rachel J. Hogan	Stenographer Clerk
Eula Lincoln	Accounting Clerk
Wade H. Lucas	Public Information Officer
Mary M. Morrison	Stenographer Clerk
Eleanor P. Taylor	Typist Clerk
Patricia J. Thaxton	Clerk
Vernon D. Williams	Duplicating Machine Operator
Harold McClain	Duplicating Machine Operator
Roosevelt Alston	Janitor Messenger

DIVISION OF COMMERCE & INDUSTRY

Dallas T. Daily	Industrial Development Representative
Gerald F. Albright	Industrial Development Representative
Alice E. Alderman	Stenographer Clerk
Cecil E. Bell	Industrial Development Representative
Bertrum L. Branson, Jr.	Research Analyst
Audrey E. Brown	Stenographer Clerk
Mary E. Clement	Stenographer Clerk
Bettie H. Carrigg	Stenographer Clerk
Milton M. Croom	Industrial Development Representative
William C. Guthrie	Industrial Development Representative
Renno J. Hawkins	Research Analyst
Etoyale P. Hobbie	Stenographer Clerk
Edward E. Huffman	Industrial Development Representative
Anne L. Johnson	Stenographer Clerk
Paul Kelly	Chief, Research and Statistics
C. D. Kirkpatrick	Industrial Devel. Representative
Gladys B. Merritt	Stenographer Clerk
Macon P. Miller, Jr.	Industrial Devel. Representative
Louise M. Ragland	Stenographer Clerk
Walter G. Wells, Jr.	Mineral Resources Devel. Engr.

DIVISION OF COMMERCIAL FISHERIES

Headquarters, Morehead City

C. G. Holland	Assistant Fisheries Commissioner
T. A. Basnight	Patrol Boat Captain
Ruth R. Cabbage	Stenographer Clerk
E. W. Clemmons	Inspector
Walter E. Cullipher	Patrol Boat Crewman
L. M. Davis	Inspector
Tilton Davis	Patrol Boat Captain
Lyeurgus C. Dickinson	Engineer
Charles C. Edwards	Patrol Boat Crewman
Nolie G. Fulcher	Inspector
Samuel A. Gerock	Inspector
Cage W. Hayman	Patrol Boat Captain
F. E. Hopkins	Law Enforcement Supervisor
Ralph L. Jones	Inspector
Arvin L. Lewis	Patrol Boat Crewman
Rosabell Longest	Stenographer Clerk

Wiley T. Mason	Patrol Boat Captain
Willis G. Mobley	Law Enforcement Supervisor
Ernest Nelson	Law Enforcement Supervisor
C. G. Nelson	Inspector
Cecil W. Phelps	Building Custodian
T. M. Poperville	Inspector
Herbert Salter	Patrol Boat Captain
Roma G. Salter	Inspector
C. L. Sawyer	Patrol Boat Captain
Joseph L. Simmons	Inspector
Walter H. Stowe	Inspector
Frank Taylor	Patrol Boat Crewman
John W. Ward	Patrol Boat Crewman
Norman N. Webb	Accounting Clerk
Carl P. White	Inspector
R. Clifton Wilson	Inspector
David O. Williams	Patrol Boat Crewman
U. G. Wise	Inspector

DIVISION OF STATE ADVERTISING

Charles J. Parker	State Advertising Director
A. Evelyn Covington	Administrative Assistant
E'lise T. Dyer	Typist Clerk
Frances Austin	Typist Clerk
Albert M. Hughey	Public Information Officer
William A. Martin	Photographer
Miriam G. Rabb	Public Information Officer
Sebastian C. Sommer	Photographer
Ann M. Williams	Typist Clerk
Penny R. Stamatelos	Stenographer Clerk
Margaret A. Underwood	Typist Clerk

DIVISION OF WATER RESOURCES

W. H. Riley	Hydrologic Engineer
C. M. Abbitt	Observer
Littlebury H. Clarke	Civil Engineer
F. E. Day	Civil Engineer
Henry E. DeKay	Civil Engineer
Daniel V. Dry	Observer
Enid H. Kass	Stenographer Clerk
Charles B. Pickering	Chemist
Henry A. Lee	Observer
Max Saunders	Observer

DIVISION OF MINERAL RESOURCES

Dr. J. L. Stuckey	State Geologist
Sam D. Broadhurst, Jr.	Assistant State Geologist
Richard J. Council	Geologist
Rebecca Merritt	Stenographer Clerk
Philip N. Sales	Chemist

DIVISION OF STATE PARKS

Thomas W. Morse	Superintendent State Parks
Paul E. Bannerman	Park Ranger
Katherine S. Davis	Accounting Clerk
Walter K. Deberry	Building Maintenance Supervisor
David A. Douglas, Sr.	Park Superintendent
James F. Ellis	Park Superintendent
Thomas C. Ellis	Park Superintendent
Carl R. Flinchum	Park Ranger
Malcolm L. Holmes, Jr.	Park Ranger
Wayland H. Horton, Jr.	Park Ranger
Clement B. Johnston	Park Superintendent
Daniel W. Jones	Park Superintendent

John R. Kibler	Landscape Architect
Russell W. Kornegay	Park Superintendent
William W. McIntyre, Jr.	Assistant Superintendent State Parks
Charlie J. Mills	Park Ranger
Vernie B. Murphy	Park Ranger
Dewitt Powell	Park Ranger
Bruce Price	Park Ranger
Eddie S. Rich	Park Attendant
Evelyn Sanders	Stenographer Clerk
Clarence M. Steppe	Civil Engineer
Vance G. Smith	Park Ranger
James R. Speer	Park Ranger
Cedric P. Squires	Park Ranger
George H. Sutton	Park Superintendent
Charles S. Walters	Park Ranger
Jacksie A. Watlington	Stenographer Clerk
George E. Wiles	Accounting Clerk
John R. Wilson	Park Superintendent
William W. Wood, Jr.	Park Ranger

DIVISION OF FORESTRY

CENTRAL OFFICE:

F. H. Claridge	State Forester
Paul W. Tillman	Assistant State Forester in Charge of Fire Control
P. A. Griffiths	Assistant State Forester in Charge of Nurseries and Management
Sara J. Basden	Stenographer Clerk
Clarence G. Burkhardt	Equipment and Improvements Supervisor
M. M. Carstarphen	Forest Law Enforcement Officer
W. J. Clark	Forester
Keith L. Gordon	Radio Technician
Lyell E. Hicks	Forester
James B. Hubbard	Forester
Reba R. Johnson	Accounting Clerk
William L. Johnson	Carpenter Foreman
Annie L. Jones	Stenographer Clerk
Alice M. Lawrence	Stenographer Clerk
Betty S. McQueen	Stenographer Clerk
Eugene G. Perkins	Forester
Grace W. Prevost	Accounting Clerk
Mildred G. Sadler	Accounting Clerk
Bernard E. Sanford	Radio Communication Engineer
Robert L. Scheer	Forester
Betsy H. Shearin	Accounting Clerk
Carrie Lee Walters	Accounting Clerk
Ralph C. Winkworth	Forester
Mabel D. Young	Stenographer Clerk

FIELD PERSONNEL—COUNTIES:

Guy W. Alexander	Forest Ranger
Harvey C. Barron	Forest Protection Towerman
B. Frank Batten	Forest Ranger
Craig T. Bell	Forester
Joseph W. Bennett	Forester
A. G. Berry	Forest Ranger
Thurman W. Bonner	Forest Ranger
Henry C. Bottoms	Forest Ranger
William R. Broadwell	Forester
I. E. Brown	Forest Ranger
Frank H. Bryant	Forest Ranger
J. Fred Bryson	Forest Ranger
Edward R. Buckner	Forester
Jodie Burgess	Forest Protection Towerman

John A. Byrd	Forest Fire Equipment Operator
J. Ellis Byrd	Forest Ranger
R. E. Caldwell	Forest Ranger
Robert G. Carney	Forester
George A. Case	Forest Fire Equipment Operator
James V. Casteen	Forest Protection Towerman
James M. Castelloe	Forest Fire Equipment Operator
Ray H. Chambers	Forest Ranger
James M. Chandler	Forest Ranger
Adolphus B. Clark	Forest Ranger
H. L. Clayton	Forest Ranger
Joseph F. Clayton	Forester
Simon B. Conley	Forest Ranger
Carl B. Dalton	Forester
L. S. Cotton	Forest Ranger
D. C. Critcher	Forest Ranger
R. E. Cromer	Forest Ranger
Robert B. Culbreth	Forest Protection Towerman
R. C. Daniel	Forest Ranger
S. F. Darden	Forest Ranger
R. L. Davenport	Forest Fire Equipment Operator
Dover J. Dean	Forest Ranger
John H. Dunn	Forest Fire Equipment Operator
Lester L. Edwards	Forest Ranger
John C. English	Forest Ranger
Charles Evans	Forest Ranger
Archie C. Farrell	Forest Ranger
W. B. Flanner, Jr.	Forest Ranger
Edmund M. Foreman	Forest Ranger
Arlie R. Foster	Forest Ranger
Rober F. Freeman	Forest Ranger
James A. Ginn	Forest Ranger
W. L. Green	Forest Ranger
Graham C. Harris	Forest Ranger
Harold E. Hatchett	Forest Ranger
Herbert E. Hathaway, Jr.	Forest Ranger
Granville L. Hawkins	Forest Ranger
Frank Hemilright	Forest Ranger
Robert B. Hendrix	Forest Fire Equipment Operator
W. E. Herring	Forest Ranger
J. Clifton Horton	Forest Ranger
T. E. House	Forest Fire Equipment Operator
John L. Ives	Forest Ranger
Joe F. Johnson	Forest Ranger
Kenneth D. Johnson	Forest Ranger
M. A. Jones	Forest Ranger
John R. Jordan	Forest Ranger
William H. King	Forest Ranger
Robert H. Kinsey	Forest Fire Equipment Operator
Jimmie E. Kirby	Forest Fire Equipment Operator
William G. Lackey	Forest Ranger
Thomas A. Lampley	Forest Protection Towerman
Marion B. Lane	Forest Ranger
James W. Lanier	Forester
Harry L. Langston, Jr.	Forest Ranger
Manford M. Lawrence	Forest Ranger
M. H. Leggett	Forest Ranger

Guy M. Long	Forest Fire Equipment Operator
Wesley H. Long	Forest Fire Equipment Operator
Monroe Marlowe	Forest Ranger
D. L. Mercer	Forest Ranger
James Milligan	Forest Protection Towerman
Norman Mitterling, Jr.	Forester
Kelly Morton	Forest Fire Equipment Operator
Charles G. Motteler	Forest Fire Equipment Operator
C. F. McBryde	Forest Ranger
V. E. McCrimmon	Forest Protection Towerman
W. G. McCrimmon	Forest Fire Equipment Operator
B. E. McDaniel	Forest Ranger
J. B. McDowell	Forest Fire Equipment Operator
John A. McKeldrey	Forest Ranger
S. J. McKoy	Forest Ranger
A. R. McMillan	Forest Ranger
M. H. McQueen	Forest Ranger
Ray E. Norman	Forest Ranger
S. B. Norris	Forest Ranger
Joseph W. Nowell	Forest Ranger
Julius R. Olis	Forest Ranger
Henry B. Osborne	Forest Fire Equipment Operator
Marvin D. Ormand	Forest Ranger
Braddie Pait	Forest Ranger
Carvos E. Parton	Forest Ranger
Charles E. Paxton	Forest Ranger
J. A. Pearce	Forest Ranger
A. C. Peek	Forest Ranger
E. H. Pinnell	Forest Ranger
L. A. Pittman	Forest Fire Equipment Operator
Lamar S. Ratliff	Forest Ranger
Odell Raynor	Forest Protection Towerman
Woody L. Reeves	Forest Ranger
G. T. Reid	Forest Ranger
James E. Rhodes	Forest Ranger
Joseph B. Ritchie	Forest Ranger
George M. Royal	Forest Ranger
Frank B. Sholar	Forest Fire Equipment Operator
Peter P. Smith	Forest Ranger
John F. Spivey, Jr.	Forester
Alva O. Squires	Forest Ranger
Lee G. Steele	Forest Ranger
Leon E. Sullivan	Forest Ranger
J. Edward Swain	Forest Ranger
J. U. Thompson	Forest Ranger
George E. Tilley	Forest Ranger
N. S. Tyson	Forest Ranger
Eugene C. Wells	Forest Ranger
J. T. Wharton	Forest Ranger
F. V. White	Forest Ranger
M. J. White	Forest Ranger
Herman J. Whitley	Forest Ranger
Travis A. Wicker	Forest Fire Equipment Operator
Joe R. Williams	Forest Ranger
Montelle B. Williams	Forest Ranger
Wm. A. Woolard	Forest Ranger

DISTRICT PERSONNEL:

District 1—Asheville

T. E. Begley Forest Ranger
Thomas L. Byrd Radio Technician
B. H. Corpening Forester
Ruth M. Holt Stenographer Clerk
Richard F. Penland Forester
Henry S. Plotkin Forester
Martin N. Shaw, Jr. Forester

District 2—Lenoir

Mrs. Lynwood E. Clark Stenographer Clerk
F. H. Ledbetter Forester
Albert H. Maxwell Forester
E. P. Simmons Forest Ranger
A. D. Williams Forest Ranger

District 3—Rockingham

Ernest W. Davis Forest Ranger
John D. Hill Forester
Fred A. Moehler Forester
James A. Pippin Forester
Dorothy P. Sanford Stenographer Clerk

District 4—New Bern

Caroline H. Davis Stenographer Clerk
Leslie W. Davis Forest Ranger
Emmett C. Ferebee Forest Ranger
Horace J. Green Forester
John W. Raines Mechanic
Robert E. Rappleye, Sr. Forester
William F. Renn Radio Technician
Donald R. Varner Forester

District 5—Rocky Mount

Joe S. Hinshaw Forester
Frances A. Johnson Stenographer Clerk
Arthur W. Millers Forester
Herman L. Terry Forester
Seba M. Wooten Forest Ranger

District 6—Fayetteville

Anna M. Campbell Stenographer Clerk
Eber F. Corn Forester
Frank N. Craven Forester
T. R. McMillan, Sr. Forest Ranger
Wilton P. Mitchell Forester
John T. Wright Radio Technician

District 7—Elizabeth City

Silas A. Dowdell Forester
William R. Gregory Forest Ranger
Elizabeth Harrell Stenographer Clerk
Clyde A. Jackson, Jr. Forester
Theotis F. Lowery Forest Ranger
Hersey Smithson Mechanic
Oscar T. Wynne Forester

District 8—Wilmington

Robert F. DuLaney Forester
George R. Melville Forest Ranger
Thomas S. Rhyne, Jr. Forester

L. H. Sheffield Forest Ranger
Sarah G. Wayne Stenographer Clerk

District 9—Sylva

Mack Ashe Forest Ranger
Elizabeth A. Cowan Stenographer Clerk
Charles C. Pettit, Jr. Forester

District 10—Lexington

Otho C. Goodwin, Jr. Forester
Lois V. Tysinger Stenographer Clerk

District 11—Chapel Hill

Mrs. Elwood B. Coley Stenographer Clerk
William R. Kiser Forester
Virgil G. Watkins Forester
Frank D. Whitmire Forest Ranger

District 12—Charlotte

Wesley F. Currence Forester
James I. Ledbetter Forester
Lola J. Rowell Stenographer Clerk

Bladen Lakes State Forest—Elizabethtown

Graham V. Chamblee Forester
Peggy Gillespie Stenographer Clerk
Nash H. Tatum Logging Supervisor

Clayton State Forest Nursery—Clayton

Harry E. Clemmons Nursery Worker
Moody M. Clemmons Nursery Foreman
Frank J. Miller Forester

J. A. Holmes State Forest Nursery—Penrose

Dwight L. Brenneman Forester
Homer A. Orr Nursery Worker

Little River State Forest Nursery—Goldsboro

William A. Bland Forester
Paul B. Gilreath Nursery Worker
J. Paul Holland Nursery Foreman

THE BUDGETS

CONDENSED FINANCIAL STATEMENTS

For the Biennium Beginning July 1, 1952, and Ending June 30, 1954

By W. RAY BISHOP, Auditor

MAINTENANCE FUNDS

DEPARTMENT OF CONSERVATION AND DEVELOPMENT

Statement of Receipts and Disbursements

OPERATING FUND

I. ADMINISTRATION	1952-53	1953-54
Disbursements	\$ 77,779.44	\$ 89,676.86
Less: Receipts	86.40	56.70
Appropriation	\$ 77,693.04	\$ 89,620.16
II. COMMERCE AND INDUSTRY:		
Disbursements—Appropriation	\$ 91,438.76	\$ 121,446.25
III. ADVERTISING		
Disbursements—Appropriation	\$ 238,498.04	\$ 289,736.40
IV. WATER RESOURCES, INLETS AND COASTAL WATERWAYS:		
Disbursements	\$ 61,491.83	\$ 74,140.60
Less: Receipts	5,850.50	5,100.00
Appropriation	\$ 55,641.33	\$ 69,040.60
V. MINERAL RESOURCES:		
Disbursements—Appropriation	\$ 45,278.32	\$ 49,127.96
VI. FORESTRY:		
Disbursements	\$1,379,184.51	\$1,573,564.01
Less: Receipts	705,299.57	751,563.36
Appropriation	\$ 673,884.94	\$ 822,000.65
VII. PARKS:		
Disbursements	\$ 351,809.86	\$ 313,433.55
Less: Receipts	89,122.03	96,922.22
	\$ 262,687.83	\$ 216,511.33
VIII. IREDELL PROPERTY—Purchase of Land:		
Disbursements—Appropriation	\$ 1,490.00	-----
IX. SURVEY FOR UTILIZATION AND DEVELOPMENT OF INLAND PORTS AND WATERWAYS:		
Disbursements—Appropriation	-----	\$ 45,217.38
X. SECTION BASE:		
Disbursements—Appropriation	\$ 3.85	\$ 112.30
XI. DEFERRED OBLIGATIONS:		
Disbursements—Appropriation		
Transferred to Succeeding Year	\$ 59,922.00	-----
XII. LESS: RECEIPTS—		
Funds Transferred from Preceding Year	-----	\$ 59,922.00
TOTAL DISBURSEMENTS	<u>\$2,306,896.61</u>	<u>\$2,556,455.31</u>
LESS: TOTAL RECEIPTS	<u>800,358.50</u>	<u>913,564.28</u>
TOTAL DISBURSEMENTS FROM APPROPRIATION	<u>\$1,506,538.11</u>	<u>\$1,642,891.03</u>
SUMMARY OF DISBURSEMENTS—BY OBJECTS:		
Salaries and Wages	\$1,278,591.49	\$1,409,630.93
Supplies and Materials	54,160.19	69,351.01
Postage, Telephone and Telegraph	28,867.07	35,395.10
Travel Expense	61,259.29	61,365.95
Printing and Binding	43,816.87	50,263.62
Motor Vehicle Operation	133,545.74	149,355.71
Lights, Power and Water	5,289.14	5,600.78
Repairs and Alterations	84,476.99	85,995.92
General Expense	98,416.60	59,142.09

	1952-53	1953-54
Direct Advertising	139,994.68	186,000.25
Federal Cooperation—		
U. S. Geological Survey	46,550.00	56,568.59
Insurance and Bonding	3,088.91	2,634.11
Equipment	126,705.68	190,531.47
Additions and Betterments	71,939.90	61,076.13
Stores for Resale—Parks	30,272.06	43,326.27
Survey for Utilization and Development of		
Inland Ports and Waterways		45,217.38
Purchase of Land		18,500.00
Transferred to Cape Hatteras Seashore Project—		
Permanent Improvement Fund	40,000.00	
Permanent Improvement Fund of 1949		26,500.00
Deferred Obligations—Transferred to Succeeding Year	59,922.00	
Totals	\$2,306,896.61	\$2,556,455.31

SUMMARY OF RECEIPTS:

Sale of Publications	\$ 86.40	\$ 56.70
Private Cooperation—Water Resources	3,100.50	2,200.00
Cooperation Board of Health—		
Water Investigation	2,750.00	2,900.00
Federal Cooperation—Forestry	312,846.40	332,207.24
County Cooperation—Forestry	221,709.60	263,976.69
Private Cooperation—Forestry	29,256.26	33,872.35
T. V. A. Cooperation—Forestry		1,071.00
Sale of Tree Seedlings—Forestry	35,946.26	38,926.82
Receipts Bladen Lakes State Forest	98,908.81	74,565.81
Permits, Parks State Lakes	4,141.00	4,304.00
Park Concessions	77,213.46	87,237.49
Insurance—Parks Fire Losses	2,763.80	
Rentals from Employees	11,636.01	12,324.18
Funds Transferred from Preceding Year		59,922.00
Totals	\$ 800,358.50	\$ 913,564.28

DIVISION OF COMMERCIAL FISHERIES

Statement of Receipts and Disbursements

Operating Fund

	1952-53	1953-54
DISBURSEMENTS:		
I. ADMINISTRATION AND INSPECTION	\$ 76,230.16	\$ 87,316.95
II. OPERATION PATROL BOATS	49,118.87	57,466.80
III. SHELLFISH SANITATION	771.93	760.99
IV. SECTION BASE	8,810.78	6,526.61
V. DEFERRED OBLIGATIONS—		
Transferred to Succeeding Year	2,000.00	
TOTAL DISBURSEMENTS	\$ 136,931.74	\$ 152,071.35
LESS: TOTAL RECEIPTS	78,653.22	91,622.84
TOTAL DISBURSEMENTS FROM APPROPRIATION	\$ 58,278.52	\$ 60,448.51
SUMMARY OF DISBURSEMENTS—BY OBJECTS:		
Salaries and Wages	\$ 92,389.98	\$ 93,630.49
Supplies and Materials	8,463.97	13,182.25
Postage, Telephone and Telegraph	572.27	900.35
Travel Expense	1,303.14	3,763.48
Printing and Binding	434.89	1,430.66
Motor Vehicle Operation	8,934.13	10,688.80
Lights, Power and Water	2,239.41	1,450.39
Repairs and Alterations	8,788.07	12,975.37
General Expense	5,430.94	4,219.18
Insurance and Bonding	535.17	20.00
Equipment	3,910.17	6,720.88
Workmen's Compensation	1,929.60	3,089.50
Deferred Obligations—		
Transferred to Succeeding Year	2,000.00	
Totals	\$ 136,931.74	\$ 152,071.35
SUMMARY OF RECEIPTS:		
Food Fish Licenses and Taxes	\$ 35,207.75	\$ 23,116.56
Oyster Licenses and Taxes	20,706.84	15,525.85

	1952-53	1953-54
Clam Licenses and Taxes	100.00	620.47
Crab Licenses and Taxes	1,075.50	1,237.99
Menhaden Licenses	17,780.00	11,237.00
Power Boat Licenses	685.00	31,493.98
Escallop Licenses and Taxes		141.50
Other Sources	8,089.69	6,089.49
Rentals from Employees	480.00	160.00
Funds Transferred from Preceding Year		2,000.00
Totals	\$ 84,124.78	\$ 91,622.84
Less: Receipts Transferred to Succeeding Year	\$ 5,471.56	
Totals	\$ 78,653.22	\$ 91,622.84

DIVISION OF COMMERCIAL FISHERIES

Statement of Receipts and Disbursements

Shellfish Fund

REVENUE:	1952-53	1953-54
Appropriation	\$ 19,822.00	\$ 21,355.00
Funds Transferred from Preceding Year	14,233.00	33,055.00
Totals	\$ 34,055.00	\$ 54,410.00
Less: Total Disbursements	1,000.00	37,416.20
Balance Transferred to Succeeding Year	\$ 33,055.00	\$ 16,993.80
SUMMARY OF DISBURSEMENTS—BY OBJECTS:		
Salaries and Wages		\$ 2,784.03
Supplies and Materials		179.73
Gas and Oils		116.36
Repairs and Alterations		1,507.20
Clam Survey	\$ 1,000.00	
Contract Oyster and Shell Planting		31,014.75
General Expense		189.13
Equipment		1,625.00
Totals	\$ 1,000.00	\$ 37,416.20

DIVISION OF COMMERCIAL FISHERIES

Statement of Receipts and Disbursements

SCIENTIFIC RESEARCH IN THE ECONOMICS OF THE FISHERIES INDUSTRY IN NORTH CAROLINA

	1952-53	1953-54
Disbursements—Appropriation		
Paid the University of North Carolina to be Used for Scientific Research in the Economics of the Fisheries Industry in North Carolina		\$ 16,500.00

ATLANTIC STATES MARINE FISHERIES COMMISSION

Statement of Receipts and Disbursements

	1952-53	1953-54
Appropriation—Contingency and Emergency Funds	\$ 1,750.00	\$ 800.00
Less: Total Disbursements	1,224.49	800.00
Unexpended Appropriation	525.51	None
SUMMARY OF DISBURSEMENTS—BY OBJECTS:		
Travel Expenses—Commissioners	\$ 224.49	
Payment to Commission on Expenses	1,000.00	\$ 800.00
Totals	\$ 1,224.49	\$ 800.00
SUMMARY OF DISBURSEMENTS—BY OBJECTS:		
Supplies and Materials	\$ 473.12	\$ 90.25
Travel Expense	273.60	
Lights and Water	11.53	
Repairs and Alterations	16.00	
General Expense	1,500.74	130.00
Insurance	218.39	551.13
Totals	\$ 2,493.38	\$ 771.38

KERR RESERVOIR DEVELOPMENT COMMISSION

Statement of Receipts and Disbursements

SPECIAL FUND

REVENUE:	1952-53	1953-54
Appropriation		\$ 36,725.00
Funds Received from State Agencies	\$ 500.00	
Funds Transferred from Preceding Year	1,052.48	1,141.67
Totals	\$ 1,552.48	\$ 37,866.67
Less: Total Disbursements	410.81	6,299.23
Balance Transferred to Succeeding Year	\$ 1,141.67	\$ 51,567.44

SUMMARY OF DISBURSEMENTS—BY OBJECTS:

Salaries and Wages		\$ 2,858.88
Supplies and Materials		185.06
Postage, Telephone and Telegrams	9.00	9.00
Travel Expense		255.19
Printing and Binding	59.20	31.80
Motor Vehicle Operation		145.42
General Expense	130.81	84.90
Equipment		1,373.75
Additions and Betterments	211.80	1,355.23
Totals	\$ 410.81	\$ 6,299.23

CAPE HATTERAS SEASHORE COMMISSION

Statement of Receipts and Disbursements

REVENUE:	1952-53	1953-54
Appropriation—Contingency and Emergency Funds	\$ 300,000.00	
Funds Transferred from Preceding Year	1,007.00	\$ 849.34
Totals	\$ 301,007.00	\$ 849.34
Less: Total Disbursements	300,157.66	324.50
Balance Transferred to Succeeding Year	\$ 849.34	\$ 524.84

SUMMARY OF DISBURSEMENTS—BY OBJECTS:

Travel Expense—Commission Members	\$ 107.66	\$ 257.15
General Expense	50.00	67.35
Transferred to Permanent Improvement Fund of 1951	300,000.00	
Totals	\$ 300,157.66	\$ 324.50

TRYON PALACE PROJECT

Statement of Receipts and Disbursements

SPECIAL FUND

REVENUE:	1952-53	1953-54
Rentals from Property	\$ 2,243.22	\$ 300.00
Sale of Salvaged Property	2,674.55	
Funds Transferred from Preceding Year	3,436.40	5,860.79
Totals	\$ 8,354.17	\$ 6,160.79
Less: Total Disbursements	2,493.38	771.38
Balance Transferred to Succeeding Year	\$ 5,860.79	\$ 5,389.41

PERMANENT IMPROVEMENT FUNDS

STATE PARKS

Statement of Receipts and Disbursements

PERMANENT IMPROVEMENT FUND OF 1947

REVENUE:	To Date
Appropriation, Chapter 622, Public Laws of 1947	\$ 500,000.00
Funds Transferred from—	
Reserve Permanent Improvement Appropriation—	
Purchase of Tryon Palace Land	\$ 150,000.00

	1952-53	1953-54
Conservation and Development, Code 3171, 1950-51		35,000.00
1949 Permanent Improvement Fund, Code 1649		10,000.00
Tryon Palace Project, Special Fund, Code 21		11,457.45
Total Funds for Purchase Tryon Palace Land		\$ 206,457.45
Total Revenue		\$ 706,457.45
Less: Disbursements		
I. CLIFFS OF NEUSE	\$	56,730.40
II. CRABTREE CREEK		79,378.53
III. FORT MACON		29,993.65
IV. HANGING ROCK		87,174.30
V. JONES LAKE		20,852.51
VI. MORROW MOUNTAIN		91,646.00
VII. MOUNT MITCHELL		45,891.95
VIII. PETTIGREW		28,125.59
IX. SINGLETARY LAKES		16,966.63
X. TRYON PALACE LAND		206,457.45
Total	\$	663,217.01
Unexpended Appropriation		\$ 43,240.44

STATE PARKS

Statement of Receipts and Disbursements

PERMANENT IMPROVEMENT FUND OF 1949

REVENUE:	To Date
Appropriation	\$1,074,144.00
Funds Transferred from—1952-53, Code 3171	26,500.00
Total	\$1,100,644.00
Less: Disbursements	
I. CLIFFS OF NEUSE	\$ 112,176.18
II. CRABTREE CREEK	164,179.87
III. FORT MACON	73,850.81
IV. HANGING ROCK	122,897.11
V. HIAWASSEE LAKE— Transferred to Permanent Improvement Fund of 1947	10,000.00
VI. JONES LAKE	38,007.60
VII. MORROW MOUNTAIN	70,196.68
VIII. MOUNT MITCHELL	184,679.42
IX. PETTIGREW	11,698.76
X. TOWN CREEK INDIAN MOUND	25,251.71
XI. CAPE HATTERAS	50,000.00
Total	\$ 862,938.14
Unexpended Appropriation	\$ 237,705.86

DIVISION OF COMMERCIAL FISHERIES

Statement of Receipts and Disbursements

PERMANENT IMPROVEMENT FUND OF 1949

REVENUE:	To Date
Appropriation	\$ 50,000.00
Receipts—Sale of Boats and Equipment	36,216.00
Total	\$ 86,216.00
Less: Total Disbursements	75,165.74
Unexpended Balance	\$ 11,050.26

CAPE HATTERAS SEASHORE PROJECT

Statement of Receipts and Disbursements

PERMANENT IMPROVEMENT FUND OF 1951

REVENUE:

To Date

Funds Transferred from—	
Cape Hatteras Seashore Commission, Code 612	\$ 568,232.55
Permanent Improvement Fund of 1949, Code 1649	10,000.00
Conservation and Development, Code 3171, 1952-53	40,000.00
Total	\$ 618,232.55
Less: Total Disbursements	221,256.10
Unexpended Balance	\$ 396,976.45

TRYON PALACE RESTORATION

Statement of Receipts and Disbursements

PERMANENT IMPROVEMENT FUND OF 1951

REVENUE:

To Date

(Not including Cash Balances and Securities held by Security National Bank, Agent)	
Proceeds First Latham Trust	\$ 118,385.47
Proceeds Second Latham Trust	100,500.00
Latham Estate Funds—from Executors	75,000.00
Latham Estate Funds—from Commission Treasurer	25,000.00
Total	\$ 318,885.47
Less: Disbursements	
Architects' Fees	\$ 76,242.45
Documentary Research	14,257.09
Physical Research	89,183.40
New Construction	129,993.54
Total Disbursements	\$ 309,676.48
Unexpended Funds	\$ 9,208.99

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GOOD REASONS WHY ALERT INDUSTRIES ARE LOCATING AND EXPANDING IN

NORTH CAROLINA

Still an uncrowded state—with plenty of room for productive work and refreshing play—North Carolina is steadily adding diversified industries to its balanced economy. Here are some of the reasons for the healthful growth:

Plentiful labor, intelligent and trainable

Productive labor, with a history of good industrial relations

Desirable plant sites—in-town, suburban or rural

Low construction costs (no heavy snow or extreme heating problems)

Accessibility to major markets—good roads, all forms of transportation

Excellent water supply, in volume and analysis

Abundant power, at a rate that is right

Stabilized, tax structure and a

balanced budget

Attractive community appearance and cordial attitude

Mild climate, ideal for year 'round outdoor work and recreation

Ready-made surveys—supplemented by tailor-made studies as needed

ALL OF WHICH ADDS UP TO SATISFACTION LIKE THIS—

"We have had outstanding success in our operations in North Carolina and that has played the biggest part in influencing our decision to expand our plants in this State."
(H. H. Schell, Chairman of the Board, The Shelton Looms, Sidney Blumenthal & Co., Inc.)

New industries find a warm and hearty welcome in North Carolina, from both the State officials and the friendly citizens in thriving, comfortable communities and cities. Desirable industrial locations and buildings available in many different areas are described on the current plant site list. A copy, with additional interesting data, will be supplied promptly upon request to—

Ben E. Douglas, Director

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, Raleigh, N.C.

**Friendly
North Carolina**
Where
Industry Prospers



Factual presentations of North Carolina's attractions for new and expanding industry are made in advertisements like the above, which are published in periodicals reaching management of industries faced with expansion and relocation problems.



Mount Mitchell, highest mountain in Eastern America, is topped by a State Park — one of 17 parks and historical sites maintained by the Parks Division of the Department of Conservation and Development. This view of Mount Mitchell shows it rising above the Blue Ridge Parkway, which is the most used of all National Park facilities. It skims the crest of the Blue Ridge through north-western North Carolina to meet the Great Smoky Mountains National Park, another great tourist attraction in North Carolina.

Fifteenth Biennial Report

DEPARTMENT OF CONSERVATION AND DEVELOPMENT

Raleigh, North Carolina