

Is a Paper Devoted to the Upbuilding of the Sandhill Territory of North Carolina

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NORTH CAROLINA EDITORS IN THE SANDHILLS THIS WEEK

Mid-Winter Session Got Under Way Yesterday —Interesting Program Arranged —Prominent Men Speak

On Thursday morning the State Press Association of North Carolina met in its mid-winter session at Pinehurst at the Carolina Hotel. The association has been looking toward the Sandhills for two or three years, but has not been able until the present time to make a date that would meet the conditions here. In the summer time the hotels are not kept open, and it would be difficult to handle the large delegation that would be on hand, and in winter the only open house period at the Sandhill resorts is just after the holidays when many people have gone north for Christmas, and not yet returned for the remainder of the winter. So this week the state newspaper men have made their date, and they are now at Pinehurst.

As The Pilot is printed soon after the meeting was opened only a general reference to the program can be made. As arranged the exercises for Thursday announced by the secretary, Miss Cobb, run about as follows:
9:00 a. m.—Registration, Lobby Carolina Hotel.
9:30 a. m.—Meeting called to order, C. A. Webb, president.
Invocation—Rev. T. A. Cheatham, Rector Pinehurst Chapel.
Announcements.
Appointment of committees.
Report of Executive Committee.
Address—Bion H. Butler, of Southern Pines.

Topics for Discussion:
"Evils of Free Publicity"—Leaders: J. F. Hurley, J. D. Bivens, H. R. Dwire and J. Z. Green.
"How can North Carolina Secure More Publicity?"—W. C. Dowd, M. L. Shipman, A. C. Honeycutt.
"More Newspaper Readers in the State and Increased Circulations for North Carolina Newspapers"—Chas. E. Ader, John A. Park, J. Roy Parker, W. Brodie Jones. Round Table.
1:00—Adjournment for Lunch.
The afternoon was given to recreation.

7:30 p. m.—Dinner Meeting.
Song Leaders—John Park and W. C. Dowd.

Addresses—Dr. E. C. Brooks, president State College, Raleigh; Mr. Wallace Odell, president National Editorial Association, Tarrytown, N. Y.

The Friday program was announced as follows:
9:30—Address: "Getting Away from the Commonplace in Making a Newspaper"—W. O. Saunders.
There will be other topics for discussion and round table talks.

Wednesday evening was given to a Dinner Meeting of Associated Press Club of North Carolina, president J. L. Horne, of Rocky Mount, presiding.

The officers of the association are C. A. Webb, of Asheville, president, and Miss Beatrice Cobb, of Morganton, secretary-treasurer, and she is a mighty capable officer as well as a thoroughly efficient newspaper fellow.

Southern Pines is lending a hand in caring for the visitors and showing them what is to be seen in the Sandhills.

W. O. Saunders, of Elizabeth City, one of the brightest and most successful publishers of the state, told the editors his method of making a county newspaper, which proved a most interesting bit of craft wisdom. He circulates 4,700 copies of an independent, fearless, reliable paper, and he makes that paper by sticking to facts that concern his community and presenting his story in an interesting style. Unfortunately Mr. Saunders had no notes of his address, and The Pilot was unable to get an outline in the brief period between its delivery, and the time of going to press. But it made a great hit with the newspaper men.

Leonard Tufts, of Pinehurst, in a short address, called attention to the desire of Pinehurst to establish closer relations, through and with the state papers, with the whole state, saying that Pinehurst is a Tarheel town, where North Carolinians are cordially welcomed, and that if at times inquiries for accommodations are met by the announcement that all is full that is caused at certain times of the year by the big crowds that come at such times to rooms that have been engaged in advance. He referred to the influence Pinehurst is exercising in attracting people to the state from all directions, and by this bringing to the various communities a buying market that takes much stuff made in North Carolina, a market which at our doors is far better than any market in another state or country. He thought the newspapers could help to encourage local people to make more things to market to the visitors, and also to help to attract more visitors to all sections of the state, and in that way

increase the outlet for the things made in the state and so stimulate a greater industry along all lines.

Mr. Butler's Address
Somebody told me I was to deliver an address of welcome to the newspaper folks. Inasmuch as the whole winter business of the entire Sandhill country is welcoming visitors I will let you take your chances on that and pass along to the next question. Wade Harriss welcomed the newspaper people to Pinehurst last week when he told something about this neighborhood. The folks here are going to show you how nearly he was right by taking you out to see Pinehurst and Southern Pines, (for as Mark Twain said when the preach-



BION H. BUTLER
who welcomed the Editors to the Sandhills of Moore County

er asked him where he expected to go, when he died, I have friends both places,) are today fair examples of progress. Yet, when I first knew this Sandhill country it was a joke. Leonard Tufts in a talk with a South Carolina old Confederate up in New Hampshire told the man he owned some land in North Carolina and spent much time here—the poorest land in the state, Tufts said. The South Carolinian doubted about the poorest land, for he said during the war he was helping to try to chase Sherman out of the Carolinas and he run across the poorest land in the world in the country about forty miles north of Cheraw. And Tufts smiled as he reported: "That's what I said. That's my land. About ten thousand acres of it. The poorest in the world."

Henry Page told me once that after he had sold this land to Leonard Tufts' father for a dollar an acre he was not sure whether to be glad of it or ashamed. James W. See forty years ago was a prominent consulting engineer and manufacturer in Ohio. He told some of us that when a young fellow working in the shop he had been sent out to the country to fix up an old sawmill. It was far out and he was delayed in getting there. When he arrived he found that a darky had fitted up a piece of broken grate bar and bored out the engine cylinder with it, and started the mill to running. Mr. See said he found that any fool can work with tools, but that it takes a mighty smart nigger to work without them.

Leonard Tufts is an example of working with what thirty years ago everybody who knew this part of North Carolina regarded as no tools. Tufts and a lot of others have bored out the engine with a piece of grate bar. Any fool can do something with some sections of this state that have tools to work with. In doing his work Mr. Tufts has been doing what Henry Page suggested to our Sandhills Board of Trade when it was formed a few years ago, and commenced to tell of the advantages we found we possessed. Mr. Page said to do something to show folks that we really had what we claimed and to get down and dig instead of doing so much hot air work. Sandhill folks did some digging, and the newspapers joined in where they could. Dr. Foss, a former Philadelphia preacher, made his paper at Southern Pines a mighty helpful influence before he died. Stacy Brewer, at Vass, a little town about as big as a pint of liquor after it has passed around a crowd like this, who won the Savory cup last year, and who won a blue ribbon at the contest at the state fair a year ago, has been a helpful factor. Mr. Benton's paper, the News, also a prize winner at the state fair at the same time, is doing what it can to jolly the game along, and the Outlook, printed here in Pinehurst, is not a thing you need be ashamed to look at, and Mr. Morris

does his share at Southern Pines.

I bring in all this stuff, not exactly to throw bouquets at these fellows of the craft, but to lead up to the claim that I am going to make, that if these fellows can help men like Mr. Tufts and Mr. Page and dozens of other energetic workers to take the tools they found at their hand and bore out the old engine and make it run, every other county in North Carolina, if you men and women will go home and get crazy enough and persistent enough in your optimism, can make Moore county hustle to keep a prominent place in the crowd of 100 counties of the state. Moore county is going to beat its present status all to a frazzle before long. Some time ago it was proposed that North Carolina spend a hundred thousand dollars a year in advertising the state. But Pinehurst alone spends as much as that now. I want to see all of North Carolina make the same proportionate advancement our county has made. No question but what all the counties are whirling ahead, but think about the tools our folks here worked with, a lot of the poorest land in the world, and how with that broken grate bar they have bored out the engine cylinder and started the old mill to work. If all you fellows will go back home and start the fuss on the basis your resources justify with the good tools those resources are, North Carolina in another twenty years will stand out so prominently the rest of the world will wear green shades over their eyes when they look this way, for the Creator was awfully good to this state.

Pinehurst is an interesting place. It is a village without paved street or sidewalk, but it is the terminal of a Pullman run from New York, and you may see a half dozen Pullman cars loaded there and pulling out in one train later in the season. It has no mayor, no council, no municipal organization, but it has one of the finest public school buildings in the South, a theater that last week drew a far bigger crowd for a high class attraction than Richmond, Virginia

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DR. E. C. BROOKS
of State College, who addressed the Press Association at Pinehurst last night. Dr. Brooks' talk will be found elsewhere in this paper.

MOVES BROADWAY OFFICES TO HEMP

New developments and rumors of still more to follow are to be met in Hemp all the time. The latest development concerns the talc mine, which is owned by the Standard Mineral Company, Inc., which on December 17 made the following announcement: "The Standard Mineral Co., of New York, begs to announce to its customers and business connections that its business office, heretofore at 1328 Broadway, New York City, has been removed to its manufacturing plant and works, Hemp, N. C. We hope by this arrangement to give better and quicker service and greater satisfaction to all business connections. The immediate reason for the change results from the fact company at the home office, Hemp, N. C., have acquired the interests of the New York parties, under plans that contemplate an enlargement of the manufacturing plant in the very near future, and the increase of facilities for handling its products to the end that customers may be supplied promptly, and in the increasing quantities which are being required by the trade. A part of this new development is already under way. We take this occasion to express our appreciation of the business patronage of our friends in the past, and trust we will continue to merit their valued confidence."

Standard Mineral Company, Inc., Messrs. Charles and Paul Gehrhart, of Hemp, are the enterprising men who have developed the talc mine and formed the company, which is now to become a local affair. The name of the other stockholders have not yet been made public, but the mine is to be a great factor in the future development of Hemp.

PINEHURST WANTS MORE OF THE BERKSHIRE HOGS

Sausage Factory Already Running Ahead of the Material to Make Sausage Called For

(Bion H. Butler)
Pinehurst is reaching a queer predicament. There is the home of the Berkshire hog in the South, and the absolute home of the Pinehurst type of Berkshires so far as the whole world is concerned, for Pinehurst has been slowly developing a superior type of Berkshires until the Pinehurst hog is recognized as a practically new creation. The Pinehurst Berkshire has been bred to make a bigger hog than the old Berkshire, and to take on flesh faster than the older varieties. The Pinehurst animal must increase by a pound or more a day or he is rated as not even fit for the barrel.

Well, Pinehurst has been bringing



WALLACE ODELL
of Tarrytown, N. Y. who addressed the Press Association at Pinehurst. Mr. Odell is president of the National Editorial Association. His talk to the newspaper men is carried in full in this paper.

CANADIAN PAYS TRIBUTE TO WALTER PAGE

At the dinner of the Kiwanis Club Wednesday, given at the Highland Pines Inn in Southern Pines, Dr. J. C. McLennan, of Toronto, a research man in the University there, paid a remarkable tribute to Walter Page. Dr. McLennan during the war was called in to the service to help suppress the German submarine, and became one of the men high in physics and chemistry he was in the front in the big job. That threw him much into contact with Mr. Page, then American Ambassador in London, and Dr. McLennan in a brief talk about the two close neighbors in America, Canada and the United States, said that not only Canada, but all of the British empire realized and appreciated the tremendous responsibility Mr. Page exerted in helping to save the world as well as the two English speaking nations. The members of the club, some like fifty of them present at the meeting received the distinguished Canadian tribute to Walter Page with enthusiasm, for while everybody in this section, and especially those who knew him personally, have a wonderfully high regard for Mr. Page, it is always agreeable to hear from a man high in the world's work a testimonial to the value of the part a neighbor of the community has taken in so grave a climax as the European war. Dr. McLennan also talked of the relations existing between the two nations that border the lakes and the St. Lawrence, and predicted much common effort in future work for the welfare of America.

Miss McQueen, the county representative of the Red Cross was also a speaker at the meeting, and she told of the dental clinic in Moore county. While it may not be possible to have a whole year program Miss McQueen is hopeful that shorter course may be put on, and with the assurance of considerable sums from generous men of the county, and a possible contribution from others, including a hope that some of the schools may be able to collect a dollar or so from a reasonable proportion of the pupils she is confident that the work may be started. The club instructed the proper committee to arrange for a plan to help the movement along, with the prospect that something will soon be under way. The Pilot has already outlined Miss McQueen's plans. With the Kiwanis club helping Miss McQueen seems to have fair sailing.

Our advice to every young man is: When she goes to pumping you about life insurance, look out!

this type of Berkshires up to its present standard, and is selling breeding stock all over the United States. But all of the pig raised are not satisfactory to sell for breeding purposes, as the weeding out process is very rigid. So annually several hundred hogs are consigned to the pork barrel. To make the best use of the high class of pork that is made from the hogs Mr. Pyron has been operating a sausage factory, and that factory is as exclusive as the Berkshires themselves. Nothing but Berkshire pork goes into the sausage. Not a pound of any other meat, pork or beef, and not an ounce of the ordinary fillings that are used by other sausage makers. Mr. Pyron's idea is to establish a Pinehurst brand of Berkshire sausage and a factory for this purpose has been in operation for some time. As it begun in an experimental way no noise was made about it for Pinehurst usually tries to prove out on its plans before going to the grand stand with them. Mr. Pyron figured that with some four hundred head of hogs running three hundred pounds or more in weight he could turn out a right good stock of sausage and probably as much as he could find sales for this year. Everything was undertaken on a careful basis. Sausage was made. And it was offered to the buyers. The candid explanation of the Pinehurst scheme made a bigger market than was anticipated and calls for Pinehurst sausage have been coming from so many directions that Pinehurst is threatened with a famine of hogs of the type that are suitable for making Pinehurst sausage.

For the past several years Pinehurst Berkshires have been going out over the surrounding country and in pretty fair grade of hog stock is found right well sprinkled over Moore and adjoining counties. It is believed that a considerable number of such hogs as have been handled in a manner that will make them acceptable for use in Pinehurst sausage. Wherever such hogs are found a higher rate than the market price will be paid for them. An effort will be made to increase the hog population within forty or fifty miles of Pinehurst for already a situation has been reached which says that the sausage factory must be enlarged to supply the trade. Mr. Pyron says there is not the slightest difficulty in selling the product to high class buyers and the principal task in the next year or two is going to be to find enough Berkshire hogs to supply the factory. This is one of the reasons why The Pilot has undertaken to distribute some Berkshire breeding animals throughout its territory. Moore county is a pretty successful farming county. The farmers are making good crops of tobacco and cotton. The market for poultry products is always one that brings a high price, and with a prospect for the best hog market in the state for good hogs Moore county farms have an outlet for a very large legitimate area in production.

Considerable difference of opinion exists among farmers as to the choice of hogs they will raise. One farmer favors one variety and another another variety. And often without much real reason for the choice. As far as I can see, in a general way any good hog is a desirable bit of farm live stock. But always the farmer must keep in mind that the opportunity to sell his surplus hogs will tell how much profit hog raising will bring for him. With a market for Berkshire hogs here at Pinehurst it would seem that Berkshire hogs are the kind to offer for sale. And in raising Berkshire hogs it is foolish for the farmer to experiment with crosses on other varieties, or with razor backs or with anything but what the market wants. Mr. Pyron wants good Berkshires and will pay more for them than he or anybody else cares to pay for ordinary farm run of hog stock. If the farmers will raise more Berkshire hogs and raise them right Mr. Pyron is in the market for them.

I am not particularly arguing from Mr. Brewer's standpoint concerning his offer to give a Berkshire pig to every boy or girl or man or woman who will secure for him a club of subscribers for The Pilot. He is handling his own affairs in his own way for himself, but I know that in the offer he is making he is giving a pig for the price that Pinehurst makes on them, and a price that every pig is worth. The pigs offered are selected stock, vaccinated against cholera, registered and if not sold to Mr. Brewer for the boys will go to somebody else for breeding purposes. Personally I would like to see Mr. Brewer distribute a large number of these pigs in

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