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

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BUSINESS VALUE OF PINE NEEDLES

New Inn a Big Productive Industry for All the Sandhills.

BION H. BUTLER

Sometime I wonder if the folks realize what a big new institution like the Pine Needles Inn means to the Sandhills, and to the country all around the Sandhills, even to remote boundaries. We can judge from one thing of this sort what any other signifies. Suppose the Carolina hotel is considered. While the other hotels at Pinehurst are aids in what the Carolina is doing, the big hotel is the basis for the prosperity of Pinehurst and much of the surrounding area. It is the fostering mother of the golf industry, which employs probably five hundred caddies at Pinehurst, and several other hands in various lines of work, and in summer as well as in winter keeps a large number of men on the pay roll. The caddies at Pinehurst are all colored persons, and the earnings are excellent, which means that this big army of workers is occupied at profitable employment and receiving every day a handsome income which goes to swell the revenue of the entire Sandhills, as well as to provide nicely for the men who earn the money. I imagine that no other place in the State has so large a proportion of its colored population so congenially employed, certainly not holding contact with such desirable employers, or earning such satisfactory wages. It is common knowledge that in the Sandhills the colored folks are paid better wages, and are in better financial shape than in most any other part of the State.

The same rule applies at Southern Pines, at Mid Pines, and as soon as the golf course is opened at Pine Needles it will apply there. The colored people of the Sandhills are prosperous, and are of an excellent type largely because they have work that is encouraging to them, and from which they get a capable support, and are able to provide homes for themselves and are able to rear their children with all the ordinary comforts.

But golf is only one factor. An army of builders, in all the trades, is employed in the Sandhills villages. Contractors, plumbers, supply houses, mills, and all the phases of building activity are conspicuous in the Sandhill villages, and it is not unusual for half a million dollars' worth of building to be done in the resort villages annually. This is all of a high class, indicating good wages, and white and black workers are employed in the building trades. Then comes the demand for drivers, clerks, hotel employes, and the army that is busy providing for the wants of the many who are at work on the basic industries. The hotels several months of the year employ several hundred people. The stores, the railroads, the bakeries, the picture houses, the banks, the roads, and all the many things that the presence of many people all winter call for, add to the number of employes, and all are paid good wages.

Pine Needles will be one of the highest class hotels in the South. It will require a large number of high-priced employes, and it will also call for a list of supplies that will widen the market of Moore County to a generous extent. Here the farmer, the trucker, the poultryman, the live stock man, and everybody who has anything to sell, comes in to get a share of the business the new hotel brings. But the hotels bring cottagers, and they add likewise to the business and the prosperity of the community, for they have a lot of work to do, and doing that work earns a lot of money for the people. Pine Needles had a big force of men busy on roads and sewers and water lines all summer. Knollwood is following along the same field of action, and men and teams have been a hive of industry ever there in the last few weeks. Over at the Chalfonte another new

hotel employed another big lot of hands during the summer and will keep a lot of other folks busy during the winter. The visitors there will help to employ the golf crews, the tennis employes, the gun club workers, and all the list down the lines.

And one of the beauties of this thing is that these folks who come here in the winter are people of means, and they have big demands for many things that our local folks supply. Therefore the Pine Needles is another big and important industry, centralizing another field of production at Knollwood village, and just as surely as if a big factory had located there, or at any other point in the territory. The Pine Needles opens a big new business, one that is well known in the Sandhills to be a good one, and beneficial to all of the people in broad degree.

PINEHURST TIED TO ALL CREATION

Conference of Telephone People Over Several Days' Stay.

Pinehurst is having the gossipiest time of its history, for a couple of hundred representatives of the American Telephone and Telegraph Company are there for a period of ten days in a working conference which includes the study of problems that confront the company in its daily experiences and also with this is a sort of school of information for all the attendants. With the regular group of men in authority came a bunch of operatives and builders who have arranged a special series of connections to all parts of the country that the visitors may keep in touch with their affairs of the company back home, and it has been as common to hear a call for Seattle or Bangor in the last few days at Pinehurst as to hear

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D. A. M'LAUHLIN MADE TREASURER

Local Banker Appointed to Handle Funds of Near East Relief.

D. A. McLaughlin, of the Bank of Vass, has been notified by Lieut. Gov. J. Elmer Long, that Mr. McLaughlin has been appointed treasurer of the North Carolina fund for the Near East College Relief movement, which is now in progress in the State. The modest Vass banker is appreciated over the country as well as at home, and they pick him out when they want a man of standing.

VASS-LAKEVIEW SCHOOL TO OBSERVE ARMISTICE DAY.

The Vass-Lakeview school will observe Armistice Day Friday, November 11, 1927, 10:45 a. m., school auditorium. Program:

- America.
- Devotionals—W. Duncan Matthews.
- "In Flander's Fields"—Elizabeth Simpson.
- "America's Response" — Majorie Leslie.
- Chorus—"There's a Rose That Grows in No Man's Land."
- Address—R. G. Hutcheson, of Farm Life School.
- "Unknown"—Nora Byrd.
- Meaning of the flag—F. M. Dwight.
- Pledge to the flag—High School.
- Star Spangled Banner.
- Benediction—Led by High School.
- "Lord God of Hosts, Be with us yet, Lest we forget, lest we forget."

The public is invited.

Those farmers of Hoke county who co-operated to buy a car of fencing wire saved about \$1,000 on the deal and several gave the county agent orders for an additional supply.

ABERDEEN FIXED TOBACCO MARKET

This Season's Success Guarantees the Future Prospect.

BION H. BUTLER.

Probably Aberdeen is surprising a great many people in the substantial manner in which it is definitely fixing its status as a tobacco market, but it is beyond a doubt now that the future of the prospect is positive. For the last few days prices on the floors have been giving 30 cents a close chase as an average, and the amount of leaf offering each day is increasing, and the quality is improving. This thing apparently had to be tested out by many of the farmers who were impelled to take a shipment of tobacco to other markets, but it transpires that the other markets were unsatisfactory, and most of those who made the experiment are on the Aberdeen floors these days and are the most positive of the backers of their local market.

The sales so far this year at Aberdeen are almost up to the total sales of the whole season a year ago, justifying the buying companies in their decision to locate salaried buyers at the Aberdeen warehouses this year. This is taken as a sign the companies look on Aberdeen as the most important point in the Sandhills region, and because of its geographical relation to the Sandhills belt, and the railroad conveniences and other facilities Aberdeen feels that its advances are evidences that in the years ahead the market there will be more enthusiastically encouraged by both buyers and farmers than ever.

One thing the farmer is asked by the Aberdeen folks to bear in mind, and that is that it is the farmer himself that makes the market. If farmers persist in hauling their tobacco to other points it will be bought at other points, and too much hauling away of the tobacco from the local territory will give the buyers less interest in the local markets, and such a policy pursued to the limit would mean an inferior market in the community, and the necessity of taking all tobacco somewhere else, and the ultimate destruction of the industry in the Sandhills.

But that danger is passed. About two and a quarter million pounds have been sold on the Aberdeen floors so far this season, with the prospect of a continued large patronage. Some of the big farmers have not yet sold any quantity of their crop. That is beginning to come in now, and the prices are pleasing. The Upchurch farms at Raeford, where on 100 acres it is estimated that 100,000 pounds of tobacco has been made this year, is one of the big growers that are now getting on the market. From various sections these big farms are bringing excellent leaf, and some of the little farms are also delivering a fine type of good material.

A review of the market at Aberdeen and a talk with the farmers here and there over the belt indicates that a confident tone is holding through the whole tobacco neighborhood. Robert Stuart, from the Buchanan farm, says his crop is good, that it is fairly large and that it is bringing a good price, and that the farm outlook this fall is one of the best in a long time. He is typical of a lot of good farmers who are pointing to the price tags on fine piles of tobacco these days on the auction rows.

At the present time Aberdeen is repeating its experience of last year when it made a record of overtopping nearly every market in the State in its daily average of prices. For several days the daily average at Aberdeen has been materially higher than at most of the markets all over the State, and some days it has held the record for the day's work. With the advancing prices B. B. Saunders, who is one of the closest observers of tobacco marketing, says he looks for the average of prices this year in the

State to be up to the average of last year, and also that he expects Aberdeen to hold up to its average and to hold to its place in the front with the best of them.

Guessers are figuring on close to four million pounds at Aberdeen by the time the hat drops for the finish, and if the average of 25 cents is maintained that will mean a million dollars paid out in the town, which is not a bad contribution to the prosperity of the Sandhill tobacco belt.

Poultry growers of Nash county have organized the "Nash County Poultry Association."

The sheep population of Ashe county has been increased 33 per cent during the past year and the animals are high in price and hard to buy.

ANOTHER LARGE KNOLLWOOD SALE

R. A. Olmstead Buys Group of Lots on the Summit of the Heights.

Wednesday S. B. Richardson's office sold to R. A. Olmstead, of Southern Pines, formerly of Coudersport, Pa., a group of three lots in one block on the summit of the heights above the Pine Needles hotel in the new project Knollwood has opened on the north side of Midland road. These are numbers 512, 513 and 516, lying across Indian Trail Drive, from the Bloxham location, and about 300 feet from the fairway of the 18th hole on the Pine Needles golf course. This is regarded as an exceptionally fine section of the neighborhood, and Mr. Olmstead says he does not know anything in the Sandhills that is worth the money if that group of lots is not. The price of sites on the hill there is \$2,000 a lot, the lots running in the neighborhood of 3-4 of an acre. Mr. Olmstead's purchase fronts on two of the main drives, lies high, and gives a view of the surrounding country for a long distance as well as of the immediate vicinity of the Pine Needles community and the Mid Pines which is across the Midland road from the Knollwood Heights on which the purchase is situated.

Mr. Olmstead says he has not definite plans in mind for the winter, but that the situation of the land and the price at which it was offered appealed to him as a wise place to put a little money just now, and he has time in the spring to determine how to develop his plans. He says the purchase was a good one, and that several possibilities for the future may present themselves, but he is not figuring so much on that as on finding what he wanted and getting it.

The Olmsteads live now on Weymouth Heights where they have one of the attractive homes of the Sandhills, and where likewise they have many substantial friends. Mr. Olmstead's father was one of the leading men of Pennsylvania in the generation which has gone, where he was prominent in industrial and political affairs, and in the development of the northern part of the State, and the younger man has taken a hand in Sandhill affairs with the same interest his father had in the land of their younger days.

Street improvement is going forward on the Heights, with the extension of the good roads, and the water mains are rapidly pushing out over the ground. The intention now is to connect the new settlement with Mid Pines by a six inch main, and then to tie in with the old six inch line at the old water works plant below the Mid Pines Country Club. This will give two lines from the pumps at the new pump station to the tanks on the hill above Southern Pines, which will be a help in maintaining constant circulation of water all over the section served.

Tom Tarheel says being a Master Farmer is about to work him to death.

CHRISTMAS FOR KIWANIS CLUB

Already Preparing for Santa Claus Among the Children.

The features at the Kiwanis dinner at the Civic Club at Southern Pines Wednesday started with a series of entertainments by the young daughter of Colin Spencer who put on some piano work and recitations that made a decided hit with the membership. She recited a bit of poetry with a proper touch of sentiment and then she gave an imitation of a girl wrestling with her piano lesson which sounded like home to most of the fellows who have girls that age themselves. She captured the house.

In the Pictorial Review for December, 1922, is an illustrated story of a Crowley Christmas, which shows how New York business men present to the orphan children of the whole New York city region a real Santa Claus on Christmas day. The man who headed this thing for years, George C. Crowley, was a visitor at the club Wednesday and he told how this thing is done there, and the example was so infectious that a committee of local men was appointed to get Santa Claus around North Carolina next month.

Mr. Crowley told that enough business men and others are asked for a small contribution in the way of something that a child asks for to make up a budget of things that will cover the whole city, and 40,000 orphan children in the asylums are cared for in this way each Christmas. The local committee will endeavor to apply Mr. Crowley's method, and then will ask folks to help make the plan work. You will all hear about it a little later, when a contribution of something called for will be asked, and the children will be encouraged to ask for some one thing they want that their wishes may be gratified.

THANKS'ING RACES AT PINEHURST

An Exceptionally Fine Field of Horses are Here for the Winter Season.

What promises to be the most successful winter racing in the history of the Pinehurst Jockey Club will be inaugurated on Thanksgiving Day, Thursday, November 24, at 2:45 p. m. As this goes to press every stable in the large plant is taken and the majority of the horses are now on the grounds, with others coming in every day.

The Jockey Club is now able to pick its horses with the result that this year will see a much better average of speedsters than even last year and an entirely new field will be seen.

Both the running and the harness divisions are top notch and keen competition is assured.

Every horse on the track will be "ready to go" on Thanksgiving Day and a record crowd will be there to see them hang up new speed records. A full program of the ever interesting Equestrian stunts and specialties is being arranged.

Box seats may be secured in advance at the Carolina hotel or at the office of the Secretary in the theatre building.

Season memberships and parking spaces may be reserved with the secretary.

On Friday evening, Nov. 18, West End high school will have an evening of entertainment. It will consist of humorous selections, an operetta, comedy, and good music. At this time the new scenery which is being installed will be used for the first time. Come and enjoy the evening with us.