

THE PILOT

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THE SEASON IS AT HAND

We are on the threshold of another winter season and with our usual expectant and hopeful attitude. The portents seem extremely favorable. Business in general appears to be on the boom, and with the return of better times has come a desire on the part of busy men in all walks to relax a bit from the worrisome days of the depression. They are getting out their golf clubs again, and at this season of the year, thinking of the South.

The South is ready for them. We in Southern Pines look for our quota, and are prepared as never before to extend them the cordial hand of greeting. Not only have we more available hotel accommodations than in previous years, but we have more to offer in the way of golf, riding, hunting, racing, tennis and other entertainment of this nature. And we think we are more soecily attractive than ever before. The trees, the shrubbery, the lawns, the shops, even the streets and roadways, appear better groomed. Sandhills residents take pride in their countryside and have outdone themselves this year in making their homesites more comely. "This is a garden spot I didn't know about," said a recent first visitor, now turned resident for the winter.

The current optimism is based upon inquiries from the North, requests for houses to rent, apartments, rooms, hotel accommodations. Real estate men are active, the hotels—those which have already opened—getting off to a propitious start. More people are playing golf on the local courses, more riding horseback, more exploring the woodlands, the byeways, seeking out the historic and quaint so plentiful hereabouts. There is more motor travel over the main arteries. Business is better on the Seaboard. More horses are being shipped in to winter here, their owners recognizing in the Sandhills an ideal location for the care and schooling of their hunters and hacks and racing stables. There are many reasons for optimism.

The opening of the Pine Needles Inn on Knollwood Heights gives Southern Pines another first class hotel this winter. This hotel has been closed during depression years and during the past summer has been put in the best of condition for an anticipated busy season. Its 18-hole golf course is already attracting large numbers to its picturesque rolling fairways.

The season sees the always popular Highland Pines Inn, on Weymouth Heights, opening under new management, the operator of the famous Red Lion Inn at Stockbridge, Mass., Heaton I. Treadway, assuming charge. The Highland Pines will open during December after considerable renovation and innovations. The Mid-Pines Club also opens next month, and other local hotels and inns are already open and busy.

There is much activity at the Southern Pines Country Club. In addition to its usual run of golf tournaments during the winter an open tourney in March will bring many of the country's leading professionals here for the first of what is expected to become an annual fixture. The Women's Mid-South championships will also be played over this course during the season.

The Sandhills Steeplechase & Racing Association will have its race meeting in March, and if the event last year is any criterion, will attract thousands to the hunter trials and steeplechase events over the fine new course on the Midland Road. Other equestrian events during the

season include gymkhana programs on alternate Fridays throughout the winter. These events are popular not only with the participants but with the crowds of spectators who gather about the horse show ring to watch the fun. They always produce thrills and excitement aplenty.

A busy season is promised. With plenty for all to do to enjoy themselves.

THE PILOT ENDS ITS FIFTEENTH YEAR

This issue of The Pilot marks the end of 15 years of service to Moore county and the Sandhills, a period during which it has endeavored to live up to the slogan which appears on its masthead, "A Paper Devoted to the Uplifting of the Sandhill Territory of North Carolina."

Its service has been a pleasure; the results, we hope, satisfactory. The Pilot takes this opportunity to express its appreciation to all who have generously aided in the forward march which we have made together in company front, and bespeaks the continued support of its many friends.

Thanks, and "Carry On."

THE AUTOMOBILE: AN AMAZING RECORD

There are plain and obvious indications that the vast American automotive industry is leading the United States out of the depression.

Consider these amazing statistics:
Output of motor cars for 1935 is estimated at 3,675,000. This is 2 per cent more than the 1934 figure and more than two and one-half times the 1932 output!

The industry's foreign trade experts estimate that 635,000 cars and trucks will be required to accommodate export requirements for the present year. Placing an average price of \$1,000 on the vehicles, this means \$635,000,000 will be paid into the United States, a substantial proportion of the sum going to American working men.

Domestic retail sales of motor vehicles during 1935 have been running 38 per cent above last year.

At the New York City Automobile Show which closed Saturday night, largest retail sales since the 1929 show were recorded. Some of the companies doubled their business. The average gain was 60 per cent.

World production figures for 1934 are not available at the moment. But in 1933 the figure stood at 2,682,886 units, of which 1,927,256 were manufactured in the United States.

Notwithstanding increasing competition from Japan and other countries in the low cost field, it is expected figures for 1934 will reveal that today the United States is holding the same percentage of the business. Mighty is the mammoth American automobile manufacturing and sales machine!

From the industrial and sales standpoint, nothing even faintly comparing with it has ever been witnessed in the history of mankind.

MR. DORN TAKES A STEP FORWARD

No one goes back a second time to an untidy doctor's office.

Advertising will take people to a shop, but they won't return if the place isn't neat, the goods well arranged, the prices fair.

Southern Pines is to be congratulated on having merchants who take pride in their stores. They keep up to the times in their endeavors to properly and fully serve the needs and wants of their trade. They enlarge and improve their shops as rapidly as conditions warrant.

Many local businesses have made improvements and extensions during the past year, most recent among them being the Vermont Market, which has catered to a large clientele here for nine years. The modernization and enlargement of its market on East Broad street has just been completed, with pleasing results. H. W. Dorn started in a small way here. He has built up a satisfactory business in the face of heavy competition, and his own pleasing personality coupled with that of his chief aides, his son Robert and Gus Segal, has given Dorn's, as the shop is becoming familiarly known, a splendid reputation for goods and fair dealing.

Cigarettes Show Big Increase in Sales

Consumption for First Eight Months of 1935 is 11.6 Percent Over 1929

The consumption for the first eight months of 1935 was 11.6 percent above the corresponding months of 1929, and 5.6 per cent above the same period of 1934, the peak year, during which 125,611,000,000 cigarettes were consumed, according to a new survey of the tobacco industry issued by Poor's Publishing Co. Co. Although cigarettes cannot be called a necessity, the rising trend of cigarette consumption has not been interrupted by depression, war or any other adversity.

"In spite of higher production levels for 1935," the survey says, "higher costs, largely accounted for by processing taxes, have precluded an improvement in the net earnings of cigarette manufacturers. The reduction in processing taxes, which became effective October 1, is favorable to improved last quarter earnings and will aid substantially in the betterment of earnings for 1936."

Processing Tax \$30,000,000
"It is estimated that the cigarette industry has been paying a processing tax approaching the rate of \$30,000,000 a year. Although manufacturers have been unable to pass any part of this tax along to the consumer, the full adverse effects have been offset by increased consumption. The reduction in the processing tax will afford cigarette manufacturers a net saving of about 50 per cent, a total of some \$15,000,000."

"The Federal tax of \$3 per thousand and cigarettes, established during the war and not reduced as were other wartime taxes, absorbs about 80 per cent of true profits. This represents a levy of 6 cents per package of 200 cigarettes, which means that a smoker who consumes one package a day pays \$21.90 a year in Federal taxes alone. The National Government does not favor State taxation of products already taxed by the Federal Government, as a double tax tends to reduce national revenues. Despite this, 14 states levy a cigarette tax, ranging from 2 cents a package upwards."

"As a great source of revenue for the United States Government, the tobacco industry is second only to the income tax."

Grains of Sand

The morning after the recent National Horse Show opened in Madison Square Garden in New York a clothing store, trying to sell full-dress suits, ran the following advertisement in the newspapers:

"ALL THE HORSES AND MOST OF THE GENTLEMEN WORE TAILS AT THE HORSE SHOW LAST NIGHT."

We have discovered the way to get contributions out of contributing editors. Fire them. James Boyd and Struthers Burt, two local boys were recently ousted from The Pilot editorial staff for not coming across. Both came through nobly this week—you'll find their offerings in other columns of this issue. Even Ralph Page, let go when he moved to Philadelphia to write for the Evening Bulletin, remembered us on our 16th birthday. Thanks, say we.

Speaking of our birthday, here's a list of the firms who advertised in the first issue of The Pilot on November 26th, 1920:

Neill M. McKeithen—"The Home of Good Things To Eat."
H. A. Matthews, Vass—Farm Lands for Sale; Vass Electric Repair Shop; Peoples Realty and Insurance Company, Aberdeen, Southern Pines and Hamlet (Advertising auction sale of the "Famous Jackson Springs Property."); Lee Furniture Company, Sanford; Jordan's Barber Shop, Vass; The Bank of Vass; W. F. Cheers, Sanford; Lee Hardware Company, Sanford; Brown Buick Service Station, Sanford; Gunter's Store; Pinehurst Lumber Yards; The Blue Fertilizer Company, Aberdeen; Vass Mercantile Company.

Regulations governing hunting and fishing in the state have been issued in two forms for wide distribution. One is a card giving extracts and the principal features of hunting and fishing laws. The other is a small pocket-size booklet containing the texts of all game and fish laws and regulations, with the laws enacted by the 1935 General Assembly.

Mother Nature, aided by wind and wave, almost overnight added about three acres on the tip of Cape Hatteras State Park of 1000 acres, recently given to the public by the Phipps family of New York and Miami. Conservation folks, with the help

CARO-GRAPHICS by Murray Jones, Jr.

RADIO
APPROXIMATELY 73,000 FAMILIES IN N.C. HAVE RADIO SETS

DO YOU KNOW YOUR STATE?

NEW BERN
THE FIRST NEWSPAPER IN N.C. WAS ESTABLISHED HERE IN 1749

OH DOCTOR!
THERE ARE ONLY 2,500 PHYSICIANS IN NORTH CAROLINA—ABOUT 1 FOR EVERY 1250 PERSONS

DID YOU KNOW THAT
ENGINEERS HAVE ESTIMATED THAT THE STATE CONTAINS 68,000,000 TONS OF BITUMINOUS (SOFT) COAL ?

DID YOU KNOW THAT
NORTH CAROLINA HAS 284 DIFFERENT KINDS OF MINERALS, BUT ITS STONE, GRAVEL, SAND AND CLAY ARE A GREAT DEAL MORE VALUABLE ?

• THE EDITORS OF CARO-GRAPHICS INVITE YOU TO SEND IN INTERESTING FACTS ABOUT YOUR COMMUNITY •

of CCC workers will seek to retain this area in the program of sand fixation. Fences of brush and rough lumber are built and beach grass and other vegetation are being planted to hold the sand. Cape Hatteras, feared by navigators, is popular with fishermen because of the unusual surf angling and deep sea fishing. Work is being done to retain the best and keep off destruction on a wide part of the Atlantic Coast. Meanwhile, efforts are being made to have 100 miles or more of the coast included in a National Forest.

OPEN LEADERSHIP TRAINING SCHOOL COURSES MONDAY

The Leadership Training School for the churches of the Sandhills begins next Monday night at the Community Church in Pinehurst. The second session will be Tuesday night at the Church of Wide Fellowship in Southern Pines. The school continues for two weeks, alternating sessions in these two churches. The same courses will be given in each church. Three courses are offered. Those who wish to take more than one course will attend both churches. Those who elect one course may attend either church.

Clark's Funeral Home

AMBULANCE SERVICE
Tel. 7401 Southern Pines

R. A. WARREN

Jeweler
Fine Repairs
Watches, Clocks, Jewelry
West Broad Street

GET A LIFT WITH A CAMEL

HENRY CLAY FOSTER
Tiger Hunter

HOUSEWIFE
Mrs. Charles Daly

YOU'LL LIKE THEIR MILDNESS TOO!

CAMELS Costlier Tobaccos

V-8 LEADERSHIP

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
											1,000,000
											900,000
											800,000
											700,000
											600,000
											500,000
											400,000
											300,000
											200,000
											10,000

ONE MILLION FORD V-8 CARS AND TRUCKS IN TEN MONTHS

ON OCTOBER 31 of last year, Henry Ford announced his intention to build a million Ford V-8s in 1935. We are pleased to report that this goal was reached in exactly ten months instead of a full year.

One million cars and trucks is an impressive total. But figures by themselves mean nothing. It is what they represent that counts. Selling a V-8 at a low price has brought a new kind of automobile within reach of the people. Producing it has provided steady work for hundreds of thousands of men in the Ford plants, in associated industries and on the farm.

These million Ford V-8 cars and trucks have helped to make things better all around. In the first ten months of 1935 the Ford Motor Company paid out, in the United States alone, \$140,119,326.00 in wages and \$523,111,389.00 for materials.

FORD MOTOR COMPANY

BUILDER OF FORD, LINCOLN AND LINCOLN-ZEPHYR MOTOR CARS

THE NEW FORD V-8 FOR 1936 IS NOW ON DISPLAY. THE CAR THAT LED ALL OTHERS IN 1935 HAS BEEN MADE STILL BETTER FOR THE NEW YEAR