

THE PILOT

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THE VALUE OF OUR 4-H CLUBS

Among the various meritorious activities of the Sandhills Kiwanis Club is a project called "Boys and Girls Work," which has for its aim the development of ambitions and ideals in the youth of the county. When Kiwanis recently launched a new committee to study what is being done for the young people of Moore it discovered well organized and highly efficient 4-H Clubs in many of the schools.

The country has reason to congratulate itself that enrollment in these Department of Agriculture-sponsored 4-H Clubs reached a new high in 1938 of 1,286,029. This is a "youth movement" in the true American style which touches more than 40 percent of all rural boys and girls between the ages of 10 and 21. It is voluntary, yet it is so attractive that farm boys and girls are drawn to it in any community where the work is offered.

The key to the success of the 4-H Clubs is in "learning by doing." Each member attempts a project of his own—to raise a pig or calf, to tend a garden, to learn sewing or some other useful farm skill. And about three-quarters of the projects are carried through.

The constantly rising standard of rural living in the United States is due in no small part to what millions of farm youths have learned in the 25 years the clubs have been functioning.

More power to the 4-H Clubs, the Head, Hands, Heart and Health of these enterprising and modern American farm youngsters!

A WORD FOR THE AMERICAN MERCHANT

The American merchant has given the American people the best retail service in the world. A typical small-town store in this country, dealing in food, hardware, drugs, dry goods or anything else, offers a far wider selection of goods, of a far better quality than a typical store in any other land. This goes for single-unit as well as multiple-unit merchandising.

Equally important, first-class service hasn't involved high price. In the typical store, costs have been cut to the bone. Centralized buying has reduced handling and distributing expense. Big turnover has made it possible to earn a satisfactory gross profit at a very small unit profit. The result, from the consumer's point of view, is more goods for less money, and a higher standard of living for the family.

Economists, consumer groups, newspapers, government officials and others have been pointing out that our American merchants should be encouraged to the full in this trend. Increased consumption of the produce of farm and factory is the key to increased production, an increased national income, increased employment — and eventual prosperity. And increased consumption is almost purely an economic matter. The bulk of American families buy all they can afford. When prices go up, they buy less. When down, they buy more.

Under a free competitive system, every merchant tries to outdo the merchant next door. He lowers prices when he can. When that is impractical, he offers additional services. He increases his advertising, and betters his displays. And the whole community profits. So does the merchant himself, who finds more and more customers entering his door—and taking more and more goods away with them when they leave.

THE POCKETBOOK of KNOWLEDGE

AS A RESULT OF INDUSTRIAL RESEARCH EVERY 4th WORKER EMPLOYED TODAY IS IN AN INDUSTRY NON-EXISTENT OR JUST STARTING 40 YEARS AGO.

COMES WITH A LEG TO STAND ON... THIS CURIOUS COIN WHICH HAD A LEG ATTACHED TO IT WAS USED BY THE ROMANS IN THE LAST CENTURY, B.C.

IN A RECENT SURVEY OF INVESTORS 85% SAID THEY WERE NOT INVESTING FUNDS IN JOB-PROVIDING ENTERPRISES BECAUSE TAX BURDENS ON COMPANIES WERE TOO HIGH.

ROME WASN'T BUILT IN A DAY... BUT OKLAHOMA CITY WAS! ...OPENED FOR SETTLEMENT BY THE GOVERNMENT ON THE 22ND OF APRIL 1890... THE TOWN HUSHED INTO A CITY OF 10,000 PEOPLE BY NIGHTFALL...

BESIDES THE COW, 7 ANIMALS GIVE MILK FOR HUMAN CONSUMPTION... (CAMEL, MARE, SHEEP, ZEBU, GOAT, BUFFALO, AND REINDEER.)

NO THANKS FOR THE MILK... TOO MUCH MILK FOR ME.

GRAINS OF SAND

On Election day in Southern Pines the wind blew keen and cold from out of the Arctic circle. The temperature sought the lower levels while voters hugged the home fires and voted not. Hiram Westbrook stamped up and down the windy porch of City Hall and Mrs. Tilghman, swathed in many blankets, penciled the books with frosted fingers. It was just too cold to care who was elected what.

"We've all heard the jokes concerning the persistence of the life insurance salesman. And we've all been annoyed by him personally.

But, as many a man has learned eventually, that quality of persistence performs a tremendous public service. Most of us dislike to spend money for things that bring us no immediate pleasure or return. It has to be dredged out of us. Our instinctive inclination to procrastinate has to be beaten down. We admit life insurance is good and necessary but if it weren't for "super-salesmanship" not one of us in ten would buy it.

A life insurance salesman's persistence has saved many a man from a poverty stricken old age—and many a family from want when the breadwinner died.

In the Sandhills your neighbors are never dull. In the assemblage of four or five friends the other day, a young fellow in the outfit, from the neighboring ridge, pointed to a colored handkerchief in possession of one of the group. He recognized a creation of his own work. He had made a varied lot of patterns for his company before he left it. The young man had not only designed decorations for gay handkerchiefs, but left the big textile plant that employed him a long list of ornamental drawings for fabrics that ranged from juvenile pictures to more conventional forms.

In the Sandhills your neighbors may be those who have produced not only your wearing apparel, but your Quaker Oats, or a standard brand of foods or shock absorbers or books or beds or locomotives. Sandhills neighbors are always interesting.

F. H. Jeter, editor of the Farm page in the Charlotte Observer, says "One of the surprising things about the rolling hills of North Carolina's Sandhill country is the abundance of water. One traveling along the main highways through the Sandhills is impressed with the bleak, bright sand and retains in his mind an impression of a hot, sunbaked region rather pleasant in winter but awfully dry

Of late years we have had a legislative epidemic of laws which in one way or another curb competition, force merchandising costs to rise, and thus tend to reduce the general standard of living. But recently enthusiasm for such laws seems to have considerably cooled. Most of us have come to realize that no one wins in the long run when we put laws in the path of progress in any field.

and forbidding in the summer. This is not the case.

"The way to see the Sandhills is to drive away from the main highways and spend some time on the farms tucked away in the curve of the hills, bordered in many cases with superb forests and with valleys and creeks meandering through much of the territory. It is easy to establish a fish pond or to have a good strong well or to find a free flowing spring."

Moore county is particularly fortunate in its water supply. Our low hill that raise up several hundred feet above sea level belong to the Crataceous age of geology. Gentle erosion has provided beds for the little rivers and smaller creeks. Rain sinks through the sand to the storage reservoirs of impervious clay and we weather through with droughts practically unknown and have an abundant supply of water the year around.

An alumnus from a North Carolina college congratulated the president upon how well he looked, at one of their last meetings, and the answer was that his doctor had advised him to give up a number of things for a couple of weeks in a test trial. Newspapers headed the list. The college president went on to say that away from the stimulating action of the news columns life took on a rosier hue. The advice was carried home by the alumnus and recreation was sought from a hoe handle in a peaceful garden, in a quiet world. All went well for a few days, until a noisy harangue from the big guns of Fort Bragg in emphatic dispute led back to the headline. It was not an easy task to forget the Biblical injunction of wars and rumors of wars with heavy shells screaming across the eastern boundary of the horizon. The alumnus, pulling out weeds, agreed with the psalmist's "scatter thou the people that delight in war." He wasn't making any headway with the papers or without 'em.

TWO KILLED IN SANFORD

J. M. Shockley and Raymond Ogden, two young men who recently opened a skating rink in Flag Warehouse in Sanford, were instantly killed about 4:00 o'clock Tuesday morning just north of Sanford when their car collided with a truck. Shockley was from Kernersville and Ogden from Binghamton, N. Y.

CARD OF THANKS

We desire to express thanks to our many friends for their expressions of sympathy and their help in our bereavement.

—MRS. LOTTIE HUTCHINS,
NEWELL HUTCHINS,
and family.

- Better Paper
- Better Printing

Phone 7271, The Pilot, Southern Pines.

Revised Itinerary For Bookmobile in County

Traveling Library To Run on
Time Schedule Mondays to
Fridays

The revised Itinerary for the WPA Bookmobile for Moore County was announced this week as follows:

- Trip No. 1—Monday: White Hill (G. P. Jones Store), 8:30—9:00; Cameron School Building, 9:00—9:30; Cameron Drug Store, 9:30—10:15; Doss Service Station, 10:20—10:30; Vass Postoffice, 10:55—11:15; Lakeview Postoffice, 11:20—12:00; J. M. Kelly Residence, 12:45—1:00; Clay Road Farm, 1:15—1:45; Eureka (Farm Life School), 2:00—3:00; Carthage, 3:30—4:00 (Court House).
- Trip No. 2—Tuesday: Niagara Public Library, 8:30—8:50; Manly Postoffice, 9:00—9:45; Southern Pines School, 10:00—11:00; Southern Pines Library, 11:00—11:25; Aberdeen Public Library, 11:30—12:15; Pinebluff Public Library, 1:00—1:30; Pinehurst School, 2:00—3:00.
- Trip No. 3—Wednesday: Hillcrest 8:10—8:30; Eastwood, 8:40—9:00; West End School, 9:20—10:00; Jackson Springs (Gulf Station), 10:15—10:45; Eagle Springs Service Station, 11:15—11:45; Samarcand, 12:30—12:45; Big Oak Church, 1:00—1:30; Carthage Grammar School, 2:00—3:00.
- Trip No. 4—Thursday: Lassiter's Store, 8:15—8:30; Philadelphia School Building, 8:45—9:00; Spies, 9:15—9:30; Baldwin's Store, 10:00—10:20; Gulf Service Station, (near Moody School), 10:35—11:00; Jughtown, 11:15—11:30; Service Station near Acorn Ridge, 11:45—12:00; Leamon, 12:15—12:30; Elise School, 1:10—2:00; Hemp Graded School, 2:00—3:00.
- Trip No. 5—Friday: Carthage High School, 9:00—9:45; Calvary Church, 10:00—10:10; Hallison, 10:20—10:30; Putnam, 10:40—10:50; McConnell, 11:00—11:10; Highfalls School Building, 11:20—12:00; Highfalls Postoffice, 12:20—12:45; Quaker Home, 1:15—1:30; Glendon, 1:50—2:00; Horse Shoe (W. J. Harrington's), 2:10—2:30; Mt. Holly (Fred Underwood's), 2:50—3:00; Priest Hill Church, 3:15—3:30.

PILOT ADVERTISING PAYS.

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Buy The Best

R.C.A. RADIOS PARKER PENS

HAYES' SANDHILLS BOOK SHOP

Southern Pines North Carolina

BANCROFT'S TENNIS RACKETS B. & P. BLANK BOOKS ART STEEL FILING CABINETS

MY PULLETS START LAYING EARLY... IN TIME FOR ME TO CASH IN ON HIGH EGG PRICES!!

PURINA CHICK GROWENA (COMPLETE ALL-MASH)

IT TAKES only 16 pounds of Purina Growena to carry a hen from the 6th to 12th week. When it means extra prices while egg prices are at their peak— you can't afford to "rough" your birds through the summer.

McNeill & Company

Telephone 6244

Southern Pines

Don't Leave Now!

This is the best time of year in the Sandhills, and about the worst up North. Those who have left have written back saying how regretful they are. "We'll know better next year," is the gist.

If you MUST go—

Select your Cottage or Apartment for next Season before you leave. They are renting earlier each year; you may wait too long. Right now you have a wide selection—later you'll be limited.

P. S.—A Still Better Idea:

Buy a Winter Home, or Property on which to build one. Then you'll come earlier, stay later, and live happily ever after.

Paul T. Barnum

REAL ESTATE and INSURANCE

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Southern Pines