

# THE PILOT

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## SUMMERS SERVE A REAL PURPOSE

The Sandhills seem pretty quiet in summer, in comparison with the busy winter season. But summers serve a very necessary function in our program. It is then that our missionaries and messengers are spreading the gospel of our attractiveness in winter throughout the land.

That this is being done very effectively was evidenced in metropolitan newspapers during the past week or two. And along all fronts.

Golf—"Dick" Chapman was showing the north country what Pinehurst training does for one's game by winning major tournaments, carrying on the message of Sandhills courses where George Dunlap, Jr., our former national amateur champion, left off.

Trotting—Pinehurst-trained horses were competing in the Hambletonian race at Goshen, New York, with one of them a favorite to win this annual classic.

Hores Shows—A Pinehurst winter resident was in charge of the show at Lake Placid, New York, and Southern Pines winter residents were judging this show and the North Shore Show at Stony Brook, Long Island. The Tates were managing the show at Blowing Rock, in which they and the Moss Stables were competing successfully.

Steeplechasing—Horses which raced here in March were running at Saratoga, the north's racing headquarters in summer.

Photographs of several prominent winter residents here appeared in the society sections of New York papers. Almet Jenks had a good story in this week's Saturday Evening Post. Johnny Allen, who used to live in Aberdeen, was winning more baseball games for the Cleveland Indians.

And every day, up at the New York World's Fair, there's a young lady telling the visitors about the attractions of this section.

The summers help make our winters. More and more people are hearing about us—and it won't be long before they're finding their way down.

## INTERESTS IN COMMON

The farmer and the urban businessman are often represented as having drastically conflicting interests. The truth of the matter is that their basic interests are identical.

As Secretary Wallace recently said, "Underlying the agricultural situation and seriously limiting the progress of agriculture toward a higher standard of living, is the low level of industrial activity and the large volume of city unemployment." And, looking at the other side of the medal, is the fact that bad conditions among farmers mean limited profitless markets for manufacturers.

The wise farmer knows that prosperity among businessmen is essential to agricultural prosperity. And the wise businessman knows that good conditions on the farm are essential to wide and growing consumption of manufactured products. It is for this reason that representative business is solidly behind sound farm-betterment activities such as the growing marketing cooperative movement.

## TAXES AND ELECTRIC RATES

Writing in Forbes, F. A. Newton of the Commonwealth and Southern Corporation, says: Any increased tax burden placed

# THE POCKETBOOK OF KNOWLEDGE

**FINE HOSEY, KNY GOODS AND FABRICS ARE NOW BEING MANUFACTURED FROM TEXTILE FILAMENTS DERIVED BASICALLY FROM COAL, WATER AND AIR!**

**ICED TEA IS PRACTICALLY UNKNOWN IN ENGLAND, THE GREAT EST. TEA DRINKING COUNTRY!**

**ANYWHERE FROM ONE-HALF TO TWO-THIRDS OF THE RETAIL PRICE OF CIGARETTES REPRESENTS TAXES! THE AVERAGE FACTORY COST PER PACK OF POPULAR BRANDS IS 5 1/4¢.**

**IN COLONIAL TIMES, A CARVED WOODEN PINEAPPLE WAS PLACED OVER THE FRONT DOOR AS A SIGN OF HOSPITALITY.**

**GOING UP!**

**IN 1890 GOVERNMENT SPENDING ABSORBED 7% OF THE NATIONAL INCOME; IN 1929 IT ABSORBED 14.5 WHILE TODAY IT IS OVER 25%!**

## GRAINS OF SAND

Better watch your step now, motorists. North Carolina has just added 51 men to its Highway Patrol.

Our idea of the best headline for the WPA strike story was the Chicago Tribune's "MUTINY ON THE BOUNTY."

Congratulations to neighbor "Bill" Horner, editor of the Sanford Herald, on his election as president of the North Carolina Press Association.

The United States Junior Chamber of Commerce is promoting a most valuable project in its campaign to secure better lighting for America's fatal streets. This organization gives money prizes to local Chambers which organize and conduct the most constructive "Safety with Light" programs toward promoting night traffic safety in their communities.

The slogan "Slow Down at Sun

upon the utilities—must be paid by residential and small commercial users. This is a harsh conclusion. But it cannot be avoided."

The power utilities have done wonders in constantly reducing their rates in the face of rapidly mounting costs, including taxes, of all kinds. But it is apparent that, irrespective of the degree of operating efficiency realized, a point of diminishing return must eventually be reached when further reductions will be impossible—and increases made likely. That point, it seems, is being approached now.

In 1922 the electric utilities paid a tax bill of \$73,128,000; in 1938 they paid more than \$315,000,000. In 1922 taxes took 8.28 per cent of the industry's total revenues; in 1938 they took 16 per cent. In 1922 the cost of taxes per customer was \$5.75; in 1938 it was \$11.30.

The reason why further increases in costs must be passed on to the residential user is apparent. Power selling is a highly competitive business. Any industrial establishment can generate its own power, if a cost differential justifies it. The fact that comparatively few industries do this at present is a tribute to the economy and efficiency of private utility service. But if, due to circumstances beyond the utilities' control, the cost of serving the consumer is materially increased, it would be impossible to pass much of the increase on to the industrial user without losing his business. And the result is that, as a matter of practicality, the small user would have to absorb the added burden.

Past record proves that no industry is more eager to cut costs than the utility—after all, a declining price is the key to increasing consumption. But the utilities are helpless in the fact of a government policy which takes more and more of their revenues for taxes.

"Down" is a good one to put into actual use. Good street lighting at dangerous curves, intersections and on narrow streets will aid materially to eliminate some of the danger of after sun-down driving. An organization like the United States Junior Chamber of Commerce can do a valuable work in promoting a program of this nature.

Don't miss the New York World's Fair, is the advice of Robert L. Hart of Southern Pines, who spent part of everyday last week at the exposition. He was on the grounds last Saturday when the attendance approximated a quarter of a million people. "Bob" says it takes a week to see all you want to see.

Harry Goldsmith says there are more deer around Southern Pines than at any time he can remember, and they're getting closer into town all the time. They are frequently seen in the Boyd peach orchard and around The Paddock.

## MISS STRICKLAND WEDS HAROLD SATTERWHITE

In a ceremony of beauty and simplicity Miss Millie Lee Strickland and Harold L. Satterwhite, both of Sanatorium, were married last Saturday morning at the home of the bride in Pine Level.

The Rev. Mr. Styme, pastor of the bride, officiated at the service which was attended only by relatives. The ring ceremony was used. Prior to the ceremony a program of nuptial music was rendered. Candles were lighted by two brothers of the bride.

The bride and bridegroom entered the wedding room together unattended. The bride wore a blue costume with matching accessories and matching bouquet of bride roses. The young couple left immediately after the ceremony for Washington and other northern cities. On their return they will have an apartment at Sanatorium where Mr. Satterwhite is in charge of x-ray and laboratory work. Mrs. Satterwhite is a registered nurse and has been assistant supervisor of operating room for some time. She is the daughter of Mr. and Mrs. J. C. Strickland of Pine Level and has many friends in this section. Mr. Satterwhite is the son of Mr. and Mrs. T. E. Satterwhite of Rutherford College.

## BYNUM DESCENDANTS TO MEET SUNDAY IN LAKEVIEW

Descendants of Joseph H. and Mary Stewart Bynum, pioneer settlers of the Vass community, will hold their annual reunion at Lakeview on Sunday, August 13.

Five of the ten children of this couple survive. They are Mrs. W. J. Cameron of Vass, Mrs. Minnie Patterson of Philadelphia, Miss. Mrs. Catherine Shaw of Sanford, Mrs. Ida Patterson of Winston-Salem and Mrs. Florence Thomas of Cornelius.

J. Bruce Cameron of Manley is president of the organization and Mrs. S. R. Smith of Vass is secretary-treasurer.

## Pinehurst Paragraphs

Dr. F. M. Osborne will preach at the Pinehurst Community Church Sunday morning at 11:00 o'clock, in the absence of the pastor, the Rev. A. J. McKelway, who is away on vacation.

Mr. and Mrs. A. S. Coburn have returned from an extended visit in Vermont and New Hampshire.

Mrs. Thomas R. Cole and daughters, Jane and Betty Reed, spent last week in New Bern and Morehead City.

Many Frances Shaw celebrated her twelfth birthday Thursday with a party at her home for a number of her friends.

Rev. and Mrs. A. J. McKelway have gone to Fitchburg, Mass., and Cape Cod where they are guests of Mr. and Mrs. Charles T. Crocker. While away they will also visit relatives in Washington, D. C.

Mrs. Herman A. Campbell and daughters, Nancy and Mary Frances, have returned from Skytop, Pa., where they visited the Cheney family.

Mr. and Mrs. Tom McKenzie left Friday to visit relatives in Vermont and Maine.

The Afternoon Circle met Tuesday at the home of Mrs. T. G. Ragsdale.

Mr. and Mrs. Charles B. Hudson left last Thursday for several weeks stay with their son in Brooklyn.

Mrs. Donald Sherrerd and Mrs. J. I. O'Brien chaperoned the Girl Scouts Tuesday at a swimming and picnic party at the Aberdeen Lake.

Mr. and Mrs. Byron U. Richardson and daughters were guests this week of Mr. and Mrs. Banke Richardson of Atlanta.

Those from Pinehurst who attended the State Firemen's convention at Carolina Beach were George Veno, Norman Calcutt, Hubert and Frank McSkill, Worth Faircloth, Travis Wicker, Carey McDonald and Ed Veno.

Mr. and Mrs. Frank Dalton and children, Frank, Jr., and Joan of Bridgeport, Conn., who have been the guests of Mr. Daltons' sister, Mrs. S. A. Hennessee for the past two weeks have been honored by several parties. On Saturday evening Mrs. Hennessee

entertained at her home with a Bingo party. Monday Mrs. J. I. O'Brien gave a buffet supper in their honor and on Wednesday afternoon Mrs. J. M. Hagood and Mrs. Annie Mulcahy gave a Bridge tea at the Hagood home.

Karl Johnson is improving following a recent illness and a week of confinement in the Moore County Hospital.

Mr. and Mrs. Charles B. Hudson, who have been summering on their farm near Pinehurst, left Saturday by motor for a visit to their former home on Long Island, N. Y. Upon their return in early September they will re-open their winter apartment in the Magnolia. The Hudsons recently celebrated their 60th wedding anniversary. They have been residents of Pinehurst thirty two years.

Miss Mary Ward, daughter of Mr. and Mrs. W. H. B. Ward of Pinehurst and Hartsville, Ohio, who has been seriously ill since early last winter, has regained her health. Her convalescence will be welcome news to her Pinehurst friends and associates in the Hospital Auxillary and Woman's Exchange work. Miss Ward is now on a trip to the East and after a few days at the World's Fair, will go to Spring Lake Beach, N. J., for a fortnight's visit with Miss Helen Morrison, at the Thomas Morrison's Shore Home.

## CLERK OF COURT WILLCOX HAS TONSILS REMOVED

Clerk of the Court John Willcox underwent a tonsil operation in Fayetteville on Wednesday of last week, and is getting along nicely. He was able to return to his home in Carthage on Thursday, and was in his office a part of the day Saturday and daily this week. It is hoped that the tonsil operation will remove the cause of the arthritis from which he has been suffering lately.

## HUNTLEY TO COLLECT TAXES ON SLOT MACHINES HERE

Chairman Willbur H. Currie stated Tuesday that the county commissioners had instructed Tax Collector W. T. Huntley to go ahead with collecting taxes on slot machines. The State has declared the slot machines legal and this is the only course.

## MARRIAGE LICENSE

One marriage license has been issued during the past week. The contracting parties are Roland H. Cockman and Margaret Scott, both of Hemp.

# CASCADE



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This is a year of greater values than ever in refrigerators. Shop around, see them all—and then SEE G-E! For again G-E "leads the parade" in beauty, in practical features and in down-right dollar-for-dollar value.

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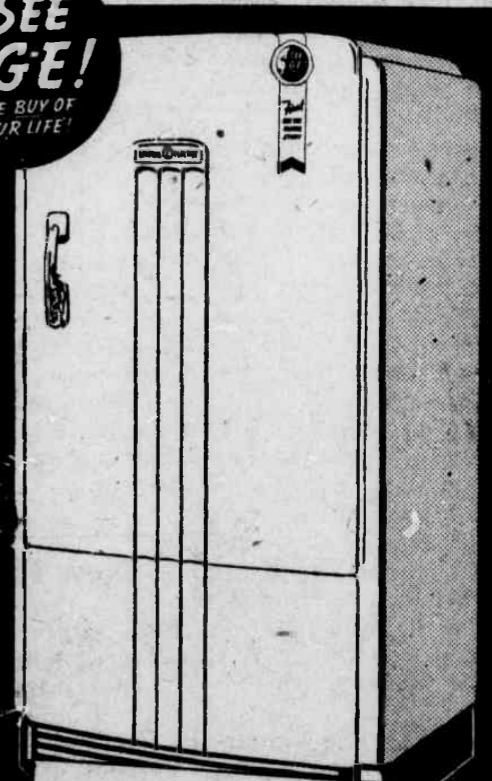
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GENERAL ELECTRIC

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NORTH CAROLINA

On Display at Johnson's Hardware Store, West End, Allen Drug Sundry Co., Carthage; Henry Addor, Aberdeen