

THE PILOT

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FIRE COMES HOME TO YOU

By this time, most of your New Year's resolutions have probably been broken. It's time to make a new and perhaps more sensible set. And here's one that none of us should miss: "I resolve to do my part to help prevent fire during this and every other year."

If every American would make and keep that resolution, some half billion dollars worth of property would be saved from destruction. Indirect fire loss estimated at several times that figure would be prevented. Infinitely more important, about ten thousand people would be saved from the most ghastly of deaths. And the legion of jobs and opportunities which fire destroys when it strikes at businesses, would be preserved.

Fire isn't somebody else's business. It's your business. You and other people like you, whether you know it or not, are responsible for fire. You benefit every time a fire is prevented. Human ignorance, human carelessness, human failures—these are the things that keep our annual fire loss at an incalculable level. Probably not one fire in ten can honestly be classed as unavoidable. Practically all fires, great and small, can be traced to the human element.

As 1939 came to a close, fire loss in this country was tending upward, by comparison with the same months in other recent years. That means that more of us have been taking chances, and refusing to put into effect the simple precautions that will prevent most fires. And that means also that it's time to take action. Don't forget that the prevention of fire may save your home from ruin—as well as your life.

CIVILIZING AGENT

The up-to-date marketing cooperative does more than just sell the products of its members. As "Producer Co-ops in Action" points out, "It keeps abreast of the latest scientific methods of raising better crops and healthier livestock, setting the pace in providing constantly improving food products for the nation's grocery basket. Further than that, the cooperative, through its interchange of ideas and frequent membership contacts, is an educational asset of great importance in the agricultural community; it is, in fact a vital part of the producer's way of life."

Much marketing cooperative energy is directed to showing the farmer how he can get more from his farm, and at a lower production cost. The individual farmer, working alone, can do little in this direction—one man can't learn it all. The cooperatives hire experts, and work with research organizations. They are the first to learn of anything new that will help the farmer. The marketing cooperative, in short, is a civilizing agent, as well as an economic and social force.

RATIONALIZING TRANSPORTATION

In almost any line of business, legitimate competition is the most effective instrument for improving service to the public. Generally speaking, that fact is accepted as a matter of course—but, so far as the transportation business is concerned, we have to a large extent thrown it overboard. R. V. Fletcher of the Associa-

THE POCKETBOOK OF KNOWLEDGE

ONE POCKET BUTTER

BUTTER, THAT HAS BEEN PERFUMED BY YOUR FAVORITE FLOWER IS SOLD IN PARIS

THE PLASTIC INDUSTRY WHICH NOW PRODUCES THOUSANDS OF PRODUCTS RANGING FROM BUTTONS TO AIRPLANE PARTS, HAS FOUND A NEW RAW MATERIAL IN LIGNIN, FORMERLY A DISCARDED BY-PRODUCT OF PAPER MAKING.

THE WAR BETWEEN THE STATES BEGAN AND ENDED ON FARMS BELONGING TO THE SAME MAN—200 YEARS AGO. THE WAR BEGAN ON THE FARM OF WILHELM MULLER AT BULL RUN, VA., AND ENDED ON HIS FARM 200 MILES AWAY IN SOUTHERN VIRGINIA—WHERE HE HAD MOVED TO GET AWAY FROM THE WAR!

LAST YEAR THE BAKING INDUSTRY CALLED UPON THE FARMER FOR ABOUT 15 BILLION EGGS. BECAUSE THE FARMER OVER \$3,000,000, THESE EGGS WOULD COVER THE ENTIRE ISLAND OF MANHATTAN.

MAILED GOODS 50% POPULATION INCREASE

MORE GOODS FOR AMERICANS

THE USE OF MANUFACTURED GOODS IN THIS COUNTRY ROSE 500 PERCENT IN THE LAST GENERATION WHILE THE POPULATION WAS INCREASING ONLY 7 PERCENT.

tion of American Railroads, covered the problem tersely when he said: "Say to any form of transportation that to it by government fiat, is given the exclusive privilege of carrying, and you immediately dull the edge of industry by taking away the incentive to energy. No one, by the exercise of authority, can select a predetermined sphere of activity. This must be ascertained by the play of economic principles governed by questions of costs, in the light of public demands as to certainty, speed and safety..."

Our existing transportation legislation makes normal competition virtually impossible. One kind of carrier is subsidized by the taxpayer, and another is tax penalized. One kind is regulated, while another is half regulated and still another is hardly regulated at all. There is no equality in the present laws—and the result is detrimental not only to the carriers, but to all those who use transportation service.

PRIVATE UTILITIES PROGRESSIVE

The Chamber of Commerce of the United States recently published a thorough-going survey of America's electric power need. At the end, the survey says this: The long established record of private utilities for being progressive, adjustable and mobile in the face of changing social and economic conditions, gives American industry the feeling of security in its power supply for tomorrow. Under the American system of private initiative, private industry can meet, most effectively, national emergencies as they arise, whether the need be for steel or munitions or transportation or power."

Keep that in mind next time you hear it argued that it is necessary for the government to spend more billions for power development and distribution. No industry is more eager to go ahead, spend, develop and employ, than power—all that has stood in the way has been political persecution. The whole record of private electrical development since the earliest days in this country has been one of aggressive progress, rapid expansion and swiftly dropping rates to the home farmer and commercial consumer. In spite of all the political gibberish, these facts remain true.

The 1940 Worlds Almanac now on sale—Hayes.

ABERDEEN

Mrs. T. B. Wilder left Friday night for New York to visit her daughter, Mrs. Karl Pohl.

Miss Evelyn O'Brien of Goldsboro, is visiting Dr. and Mrs. S. A. Maxwell at the Methodist Parsonage.

Mrs. Marion Brasington of Bennettsville, S. C., spent the week end here with her parents, Mr. and Mrs. David Knight.

Little N. A. Monroe, Jr., son of Mr. and Mrs. Arthur Monroe is making a satisfactory recovery at the Moore County Hospital, where he underwent an operation recently.

Linwood Pleasants is spending this week in St. Louis, Mo., attending a Sand and Gravel convention.

Miss Mary Page has returned home after spending several weeks with relatives in Norfolk, Va.

Mrs. George Martin is able to be out again after being confined to her home with influenza.

Mrs. Reid Page spent several days last week visiting relatives in Charlotte.

Mrs. G. C. Seymour has returned home after spending some time in Greenville and Bethel.

Mrs. E. L. Pleasants was hostess to the Walter Hines Page Book Club last Thursday afternoon at her home. After a short business session Mrs. H. E. Bowman read an interesting paper on "Derivation of Words." Mrs. Rowe followed this with a talk on "Jews through the Centuries."

Mrs. George Blackmore and children of Pittsburgh, Pa., who have been visiting Mr. and Mrs. H. A. Page, Jr., have returned to their home.

Mr. and Mrs. Charles Creel and Melvin Creel attended the funeral of their uncle, J. W. Masimore, who died at his home in Wadesboro last Thursday. The funeral was at the Masemore home with burial in the Ledbetter family plot.

Miss Julia McNairy, of Greensboro, was the week-end guest of Miss Frances Pleasants.

Mrs. Lean Seymour was hostess to the Junior Book Club at her home on Tuesday afternoon. The program consisted of current events given by Mrs. J. B. Edwards and a paper, "Germany through the Years," given by Miss Queen. The club voted to furnish milk for the undernourished children in the grammar grades for the next month.

Mrs. R. S. Gwyn has returned home from Sumter, S. C., where she spent two weeks.

Mrs. W. A. Blue and daughter, Miss Duke Blue who have been spending the past ten days in Florida, are expected home the latter part of this week.

Mr. and Mrs. Edwin McKeithen are leaving today for Middletown, N. Y., to attend the marriage of their son Leland McKeithen and Miss Janet Wiggins.

The Womens Missionary Society held its regular meeting last Monday afternoon at the church. A beautiful installation service was led by Mrs. Maxwell and the officers for the New Year installed.

Extra value in Letter Files 58 cents each at Hayes.

THE PASSING YEARS

Third Week of January

BY CHARLES MACAULEY

1939
Mrs. Adelaide F. Chapman gives \$2,500 to the Moore County Hospital. C. T. Patch celebrates 42nd year in business in Southern Pines.

1935
Mrs. Elmer Harrington makes "hole in one" on 150 yard Spring Hole course, Southern Pines Club.

1930
The Hon. Robert N. Page installed as Lieutenant Governor of the Kiwanis for the Carolina District in Charlotte. New Freight house at Southern Pines nears completion.

1925
Mr. and Mrs. H. J. Betterley entertained members of the Sandhill Post, American Legion and the Ladies Auxiliary.

First "Housewarming" of the recently formed Men's Club in their club house. Mr. and Mrs. J. Carlton Wicker entertained a number of their friends at a dance in the Southern Pines Country Club.

1920
J. L. Smith, first to advertise establishment as "Quality Store" dies. Misses Mary Powell and Doris Swett of St. Mary's College, Raleigh, are spending the holidays with their parents.

1915
Commissioners negotiate for former Geyer bank building to use same as town jail. W. V. Prillaman builds first garage.

1910
Notice of the death at Quincey, Mass., of the Rev. A. E. Ellsworth, pastor of the Congregational Church of Southern Pines, 1903-4. Adv.—"Sight-Seeing Auto. Kerr's elegant 30 horsepower Cadillac for touring parties."

1899
Central hotel a large structure located on Bennett street burns to the ground during a snow storm.

1895
Opening of the Piney Woods Inn. Governor Carr and staff among guests. Welcome by Mayor L. T. Smith. Capt. A. M. Clarke master of ceremonies.

NIAGARA

Mr. and Mrs. William Young of Durham called at the home of Mr. and Mrs. Carl Covington. Mr. and Mrs. Young were enroute to Florida.

Mr. and Mrs. Leggett of New Jersey are spending a few days here. Mr. Leggett is spending the time hunting with Roy Dutton.

Mrs. D. J. Blue of Carthage Route 3 listed taxes here last Thursday.

Mrs. D. F. Cavanaugh of San Diego, Calif., arrived Thursday to visit her mother Mrs. R. O. Bobbitt.

Mr. and Mrs. Berney Garner and family visited Mr. and Mrs. Roy Brown of Eagle Springs Sunday.

L. F. Hartsell of Cameron visited friends here Sunday.

Mrs. Carrie Fairbanks is sick with influenza at the home of Miss H. L. Gay.

Miss Simons filled her appointment Sunday evening as Bible teacher.

WOMAN'S SOCIETY MEETS

WEDNESDAY AT CHURCH

The regular meeting of the Woman's Society of the Church of Wide Fellowship will be held in the church parlor on Wednesday, January 24th at 3:30 with Group 1 in charge. There will be a program of musical recommendations.

Special in linen bridge cards, 2 packs for 59 cents at Hayes.

MEET WITH MRS. McELROY

The Junior Willing Workers will meet Monday evening, January 22nd at 8:00 o'clock with Mrs. H. G. McElroy on New Hampshire avenue.

Bancroft Tennis rackets and Wright & Ditson Championship tennis balls at Hayes.

EVELYN EDSON

Notary Public
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Virginia Thomas

NOTARY PUBLIC
E. H. Lorenson Office
TELEPHONE 5774

E. V. PERKINSON

General Contractor
Storage

DR. L. R. SHELTON

Chiroprapist
will be at Agnes Dorothy's Beauty Shop,
SUNDAY, JAN. 21
10:00 A. M. to 6:00 P. M.

Hotpoint

START THE NEW YEAR RIGHT

Get A Hotpoint Range, Refrigerator or Water Heater. Latest Models Now on Display. See the New Monel Metal Hotpoint Water Heater. Guaranteed for 20 Years.

Simons Electric Company

O'Callaghan Building East Connecticut Avenue

Tremendous public acceptance of the 1940 Chevrolet has brought in the finest stock of used cars in all history.

The Leader in New Car Sales is

6,647,437
people bought used cars and trucks from Chevrolet dealers during the last four years.
"Buy Where Millions Are Buying"

THE LEADER IN USED CAR VALUES

5 REASONS WHY YOU WILL SAVE BY BUYING NOW!

- 1 All used cars priced to sell fast in order to make room for more trade-ins.
- 2 Buy now—before prices rise and save the difference.
- 3 Save winter conditioning expenses on your old car.
- 4 Save depreciation on your old car. Trade up now.
- 5 Save costly repairs on your old car.

5 REASONS WHY YOU SHOULD BUY YOUR USED CAR FROM YOUR CHEVROLET DEALER!

- 1 Your Chevrolet dealer offers the finest selection of used cars and the best values.
- 2 You can buy your used car from your Chevrolet dealer with confidence.
- 3 Your Chevrolet dealer employs the best reconditioning methods.
- 4 Lowest possible price commensurate with quality.
- 5 Your Chevrolet dealer stands firmly behind every used car he sells.

Chevrolet Dealers are Headquarters for USED TRUCK Values!

Look for your Chevrolet dealer's used car listings in the classified pages of this paper!

Mid-South Motors, Inc.
ABERDEEN, N. C.