

# THE PILOT

Southern Pines North Carolina

"In taking over The Pilot no changes are contemplated. We will try to keep this a good paper. We will try to make a little money for all concerned. Where there seems to be an occasion to use our influence for the public good we will try to do it. And we will treat everybody alike."—James Boyd, May 23, 1941.

## Developments of Great Significance To Area

Recent completion of the merger of Textron, Incorporated, the American Woolen Co. and Robbins Mills, Inc., is an industrial development that claimed nation-wide attention and is one that is of tremendous significance locally.

The two former Robbins Mills plants at Aberdeen and Robbins in Moore County and another big modern plant at Raeford in Hoke County are major factors in the economy of this area. The increase in standard of living that these plants have brought to hundreds of families is tremendous. Here, on our doorstep, is a case history, a living illustration, of what sociologists mean by "the new South." The payrolls of these plants have jingled in the cash registers of every business in the area, directly or indirectly. We do not mean by this to minimize the importance of other industries or businesses established before or since the Robbins plants. We only wish to point out, lest they be accepted complacently, how fortunate the area is to

have—as a completed, functioning reality—these major industrial installations.

Indications are that the merger of Robbins with the other two industrial giants bodes well for the future of the mills in Moore and Hoke Counties. The diversity of the new Textron American's operations, the great resources of the new corporation, and the pooling of executive talent should assure stability and steady development to operations in this area.

We note with interest, too, the considerable number of executives of the new corporation who are making their homes in the Sandhills. We know we speak for the Sandhills in welcoming them as residents and in expressing the hope they will feel at home here and will become increasingly active in the varied civic and social life of the area. We are pleased that several of these executives appear to be here through choice, rather than necessity. This is a tribute to the Sandhills as a place to live.

## Viewing Ourselves As Others See Us

Attempting to view ourselves as others see us—which is a healthy effort by anybody at any time—is something that should be constantly kept in mind by a resort community.

Living here the year around, we may sometimes forget that visitors come here with an altogether different viewpoint than our own. Something that is familiar and routine to us may seem to them interesting and exciting. Having decided to spend their precious vacation time and their money here, they are ready to be interested, ready to be enthusiastic. Our own interest and enthusiasm about the attractions of our community should at least match, and should actually exceed, theirs.

It was brought out at the "tourist workshop" held here more than a year ago by the State Department of Conservation and Development that every personal contact made with a tourist or visitor is important. Service station attendants, waitresses and, so far as possible, the average citizen walking the street, should know about and be able to direct tourists to all the attractions of the area, not in a perfunctory way but with courtesy and the kind of enthusiasm which convinces the visitor that his own easily roused interest has not been misplaced.

Full cooperation between all persons dealing with the tourist public is important, it seems to

us. Inquiries should be answered fully, with the welfare of the whole area and its full resources in mind. We mean by this that if a visitor asks some one about where to play golf, he should be told about all the courses available—the same with restaurants, hotels, tourist courts.

Short answers, incomplete answers, limited answers to these questions about facilities may appear to be of immediate advantage, as when proprietors of two establishments agree to recommend each other for the services they provide—yet, in the long run, full information by all to all would seem to be the more productive method for the community as a whole and its status in the eyes of the traveling public.

Simple courtesy is the bedrock of all dealings with the public. Courtesy is ignored at our peril and pays untold dividends if observed. Several instances of discourtesy to visitors involving Southern Pines establishments have been brought to the attention of The Pilot recently, fortunately involving persons who like the Sandhills sufficiently not to be alienated by the occurrences although they admit that such things take the bloom off the vacation spirit.

No matter how successful or busy an establishment or a community dealing with the public is, it can't afford to lose friends through lack of simple courtesy.

## Another Request For Dog Control

The Moore County Farm Bureau, the largest organization of farm families in the county, joined groups and individuals seeking better handling of the dog problem when a committee of Farm Bureau members appeared before the county commissioners Monday to ask that a warden and pound system be set up.

While townspeople are usually more outspoken about the dog problem and find stray dogs more of a nuisance than do rural residents, it is in the country that wild dogs become an economic menace with their chicken and stock killing habits. Moreover, as noted here recently, townspeople are in the habit of dumping unwanted dogs and puppies in the country—a cruel custom that is perhaps justified in the minds of those who do it by the belief or hope that such dogs will find homes on farms where it is mistakenly assumed that an unlimited number of dogs will be welcomed and can be cared for.

No action was taken by the commissioners

on the dog matter at this week's meeting, but the strong Farm Bureau backing, representing the requests of hundreds of constituents in the commissioners' "own" territory outside town limits, may carry considerable influence. If we had our feet under the county commissioners' table, it certainly would wish us.

Moore County has a good program of rabies vaccination, but it depends entirely on owners bringing in dogs voluntarily to be vaccinated. There must be many owners who do not do this and many ownerless dogs who are not brought in.

At tax listing time in January, each person listing a dog should be given a collar tag and, after the tax listing period is over, all dogs not wearing the tag should, throughout the following year, be rounded up and impounded. Then, at rabies vaccination time, all dogs vaccinated should be checked against all dogs listed for taxes. In a few years, an almost 100 per cent listing of dogs for taxes and vaccination for

## 'Good' and 'Bad' News Reflect Community

Our esteemed contemporary publication, The Morganton News-Herald, philosophizes on the nature of news, prompted by a communication from ladies of a book club in the Burke County community. The ladies noted that "often it has seemed that unpleasant news took first place" in reports of Burke County reaching the State press, although they notice that recently "more inspiring news" seems to be appearing.

Comments The News-Herald, in part:

"While it may be true that reporters and editors, despite efforts for strict impersonality, try to define news with each story they write, they are at best giving it a relative appraisal, for essentially the reading public determines what is and is not news.

"Faced with the question of properly presenting current happenings, newspapers have experimented in an effort to get a proper balance of the so-called 'good news' and 'bad news'. If they overemphasize the former, they may be accused of a Pollyanna or ostrich attitude which does not reflect accurately the life of the community. If the bad is dominant, then they may be charged with smothering out the positive forces in their area by a distorted prominence given to crime and the 'unpleasant news.'

"It may be that newspapers have not found the proper balance, but they cannot accept or reject news solely on the grounds that it is good or bad. It would seem to remain a problem for the communities themselves, not with the thought that something should be withheld from publication because it is unpleasant, but with

the idea of determining, after making due allowance for negative or destructive news tastes of the public, why their particular community seems to have more than its share of crime, if actually it does have such a preponderance. If so, what can those who would seek to sweeten the stream of community life do about it at its source? There are social implications as well as esthetic."

We feel that most weekly papers, including The Pilot, do not tend to overemphasize "bad news." It so happens that news dispatches going out from small towns to larger newspapers often are "bad" because the large papers are interested only in stories with sufficient "news interest" and "punch" to make them of interest to the wide readership of the newspaper throughout its circulation area. And such stories—violence, crime, bad wrecks, tragedies—are often the stories that represent a community in the State press.

In the same week that such stories go out, however, the reader of a home town weekly can find in his own paper—in addition to such spectacular items—much that even the most particular reader can call "good" news—plans for community improvements, some honor for a local person, new buildings going up, or even a child's birthday party or a golden wedding anniversary.

The conclusion seems to be: read your home town weekly newspaper if you want to get a balanced picture of your community—meanwhile striving to influence that picture by helping to make your community one that will spontaneously produce "good news."



GENERAL MARK CLARK, national chairman of the 1955 Heart Fund, on a recent visit to Fayetteville, fills a plastic heart held by seven-year-old Jan Hicks, as Colonel J. J. Hockstom, Cumberland County Heart chairman, looks on. Jan's grandmother is one of 10 million heart sufferers in the nation. Mrs. Voit Gilmore of Southern Pines heads the Heart Fund drive in Moore County.

## THE DELINQUENCY PROBLEM

### Court Needs Skilled Help

(Editor's Note: Community responsibility in meeting the juvenile delinquency problem—by showing "personal human interest and concern" for young offenders—was noted in a recent Pilot in a portion of an article written by Irving Ben Cooper, Chief Justice of the Court of Special Sessions of the State of New York. Below is the concluding part of this article.)

Unfortunately for many courts, the law now provides the tool, but not the motor and "juice" to run them.

They have a half where they should have a 10 horsepower motor. In other words, the law does not make it mandatory upon the community to provide the resources needed to make valid its instinct to help.

The pity of it is that there is ample good will in our states and cities to authorize the necessary appropriations.

For it is not at all inaccurate to say that communities, like parents, are as yearningly afraid of youthful offenders as offenders are of them. The youth has not altogether repudiated the community, and the community has not altogether disowned him.

Both are on the defensive. The youth needs assurance that he has worth and the power to compensate for his fault. The community needs assurance that the offender understands that he has been out of step and that he wants to get back into line.

## People Will Respond, Says Hodges

### Issues Challenge State

In his second state-wide news conference held last Friday primarily for weekly and small daily newspapers, Governor Luther H. Hodges discussed his views on many current state issues and urged the press to keep "our citizens fully informed on our governmental problems."

The Governor said he made his recent report to the people as a means of calling the public's attention to pending legislative issues. "I believe that if the people are told the facts, they will respond to this challenge as they have always responded. We in government need the understanding and constructive help of all our citizens in solving the major problems now facing our State."

**Water Resources**

For example, he added, proper solution of the water problem involves public education of the many factors involved in water conservation and the growing seriousness of dwindling water resources. The press can do much to dig into the facts in each community, county or section of the state and inform their readers on what decisions must be made in this vital public matter.

"The uses of water are increasing ever more rapidly in all categories," Hodges continued. "More and more shortages of water will occur unless its misuses are checked and sound principles of conservation and proper use are adopted. The saving of water, the proper channeling of it, and the prevention of huge losses have become a major problem of public interest and concern. Everyone who has studied the water problem agrees that it will be difficult to achieve any reasonable solution until the general public understands the seriousness of the problem."

**Per Capita Income**

The Governor also discussed briefly the per capita income in North Carolina as compared with other states. In 1953, North Carolina ranked 44th in per capita income as among the 48 states with South Carolina, Alabama, Arkansas, and Mississippi being the only states in which per capita income was lower. Some of the reasons which have been offered in explanation include the excessive number of small marginal farms, the comparatively few industries which make use of highly paid skilled labor, high percentage of Negroes in its population, and the unusually large ratio of school-age persons in its population. The Governor pointed out that the large number of young people makes it necessary that expenditures for education be somewhat

larger than would normally be necessary.

"Among the things we need to do in North Carolina," Hodges asserted, "is to create more local capital and more actual individual interest in local processing plants who will handle the products of the farms and fields, as well as from our waters which are abounding in seafood."

**Fiscal Problem**

The big problem in North Carolina today is fiscal, the Governor emphasized. "We need the money and people are willing to pay the extra taxes if they feel that others are paying their share of taxes, including income taxes, and if the Departments and Institutions which receive appropriations are given full value in services."

On the question of a proposed state withholding tax, Hodges said that he had agreed with this proposal at first in principle, but that upon further investigation, he believed that it would not prove effective or practical at this time. A study revealed that there would be approximately 100,000 refunds per year at a cost of approximately \$250,000 per year to administer. "By adding extra personnel we believe that the Department of Revenue can raise as much extra revenue at less cost to the State."

**Economies Possible**

Economic, business-like administration of governmental agencies will receive a good deal of the Governor's attention in the future. "In my opinion, substantial economies can be effected in many state agencies and departments. I also believe that by doing some long-range planning for the state, instead of being content to think only in terms of one or two years ahead, our agencies and institutions can provide better programs for less money."

"The people of this State have traditionally been willing to pay for the good government they want. At the same time, however, you who are paying have a right to expect full value for your money and officials who are spending have a duty to see that you get full value."

The Governor met Monday with State Department and Institution heads, with economy an important subject on the conference agenda. In addition to the \$52,000,000 new revenues deemed necessary by the Governor and the Advisory Budget Commission, new requests from state departments and agencies before the Appropriations Committee have now totaled an additional \$52,000,000, of which \$47,000,000 is for the General Fund.

## TEST COMPLETED—NOW WHAT?

### Safe Driving Day and the Future

(From The Publishers' Auxiliary)

Safe Driving day has come and gone.

Now What?

Mathematically it was a much safer day for the motorist than the same day in 1953. Only fifty-one persons were killed in traffic accidents December 15, 1954. In 1953 sixty died on the same day.

Had weather conditions throughout the nation been worse, had snow, rain, icing conditions prevailed, the story could have been different. Then the fifteen per cent reduction in deaths might have been wiped out.

When they began that fateful drive on that day, probably all of the fifty-one who lost their lives were aware of the fact that December 15 had been proclaimed Safe Driving Day by President Eisenhower. But when they turned on the ignition switch for the ride that was going to end in eternity how many thought of it as their last trip?

Rear Admiral H. B. Miller (retired), director of the President's Action Committee for Traffic Safety, which sponsored S-D day, had this to say:

"S-D day did precisely what it was intended to do. It focused nation-wide public attention on the need for safer driving and it proved that with just a little more care and effort, the traffic toll can be cut substantially.

"We wish, of course, that the actual saving of lives on S-D day could have been greater, but if this saving could have prevailed throughout the entire year of 1954, more than 6,000 lives could have been saved.

"The benefits of S-D day did not end at midnight. We are sure they will be felt in terms of lives saved and in the freedom from tragedy in the months to come. Let's make every day a Safe Driving day."

We hope the Admiral is right. We want to think that more people drove more carefully on S-D day than ordinarily, but we also would like to think that on no day, at no time behind the wheel of an automobile, anyone drove ordinarily. It is too easy to be casual about driving, too easy to take the chance in passing, too

## Grains of Sand

### 25 Cents Per Acre

Mrs. H. P. McPherson of Cameron, as noted elsewhere in today's Pilot, will celebrate her 92nd birthday Monday. It is reported that her mind is alert and keen and her recollections of the early days of Moore County are "amazing."

She tells how her step-father, Dr. Hector Turner, gave her mother a sum of money he had received for the sale of several thousand acres of "no-good sandhills" land for 25 cents an acre. This was considered such a good business deal that Dr. Turner was quite proud of it.

The acreage included some of what is now Southern Pines and Pinehurst.

### Reunion

A recent meeting of Moore County Boy Scout officials saw the reunion of Brig. Gen. Pearson Menoher of Southern Pines, Moore District Scout chairman, and Maj. E. R. Fenstermacher of Fort Benning, Ga., who was attending the USAF Air-Ground Operations School and who spoke to the group on his experiences in Scouting and in the Korean conflict.

General Menoher was deputy commander of the 24th Division in Korea, in which division Major Fenstermacher also served. Said the major, who had not seen the local man since July, 1950:

"The last glimpse I had of General Menoher, before moving out, was of him sitting under a scrawny pine tree, eating Korean biscuits."

### cuits."

### Cardinal Legend

Writing about North Carolina's State Bird, the cardinal, in "Wildlife in North Carolina," Bill Hammett recalls a legend about why the male cardinal has black feathers on his face, surrounding the bill:

"Long ago a friendly tribe of Indians was visited by an evil spirit which extinguished all their fires. The curse meant annihilation of the tribe because no warmth, light or cooked food was possible.

"The birds heard of the plight and took council. Several birds volunteered to help because never had this tribe breached the unwritten law of Nature—to take no more than necessary and not to abuse for personal enjoyment. The birds decided to fly to distant places seeking out a hot coal from another nation and bring it back to light these fires again.

"The crow tried and failed—it couldn't keep its mouth shut. The blue jay tried and failed—its vanity caused it to waver in its course. The eagle tried and failed—its strength of flight was stouter than its heart.

"The cardinal tried and succeeded. But when it flew down to the council ring of the tribe many noticed that the hot coal it carried had singed and burned the feathers around the beak. And that is why to this day the cardinal has the black marks on its face."

## The Public Speaking

### Health Insurance

To The Editor:

In reply to the letter in The Pilot (March 4), by Dr. W. D. James, I wish to state that I tried to get hospital insurance in this state, but was refused on account of my age. I now have policies in two out-of-state companies and, in my recent illness, they have done all and more than I expected. I am now 76.

(Mrs.) LELA B. STROUD  
Southern Pines

## The PILOT

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