

Is a Paper Devoted to the Upbuilding of the Sandhill Territory of North Carolina

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TO ADVERTISE THE SANDHILL REGION

Kiwanis Club Backs Movement To Tell the World About The Sandhills

It seems that the Kiwanis club and The Pilot have started something. A few weeks ago The Pilot remarked about the speculative features of land, and in doing it called out some discussion at the club meetings, which reached the point where on Friday night a number of the members met at the Southern Pines country club to discuss the factors that enter into community progress and especially that of advertising. R. N. Page presided over the meeting and started out by calling on Leonard Tufts to tell some of his experiences and views about advertising this section. Mr. Tufts gave some ideas concerning advertising as worked out at Pinehurst. He said that Pinehurst started advertising while his father lived, and that it had been kept up ever since, and that it is the salvation of Pinehurst. But he does not think the Sandhill country advertises as much as it could do with profit. He called attention to the large number of people who want to put in a portion of the winter at some desirable place, and that a small percentage of that great number would overrun the Sandhills until standing room would hardly be possible. But the great majority of them know practically nothing of this neighborhood. Papers and magazines are filled with lurid advertisements of Florida, California, tours around the world, and every other place, but our section is represented by a few small advertisements that are lost along side of the others, while we have many advantages that the other places lack. At least six months in the year the Sandhills have a climate that is not surpassed by anything, while few other resorts are desirable more than half that long. Yet we allow the other places to take the business simply through our lack of telling what we have to offer.

Mr. Tufts showed how by the advertising Pinehurst does the season has been made a great deal longer. A few years ago the Carolina opened in January, now it opens in October, thus putting November and December in the productive period, and also lengthening the season at the spring end. He says there are plenty of people to fill the hotels and cottages from September to May if we let the world know about what we have to offer. His plan is a sizeable advertisement in the New York Times and the Herald because these two papers have a wide circulation, and reach more people than a number of smaller papers in smaller places would, and money will buy more circulation in a big paper than in a small one.

Sam Richardson talked a little about the example of Florida, and thought if a lot of Sandhill folks would go down there and see the way the boomers are spreading their gospel the home folks could come back with some new ideas, and one is that we have something here much more worth advertising than they have in Florida. He is enthusiastic about making known the resources of Middle North Carolina, and is filled with faith in what is ahead if we tell the folks what we have on the shelves now and all the year round.

John McQueen referred to some advertising experiences while he was at Pinehurst, and showed that by the daily records advertising brings decided results and brings them right away and with marked profits. He also noted the work done by the Sandhills Board of Trade, which was a successful agent, as anybody can see who will recall the impetus given this whole neighborhood while it was in operation. Arthur Newcomb mentioned some of the specific results he had gained from advertising personally, and left no doubt of the profit that is to be obtained by judicious use of the papers and magazines, and others followed with experiences and

suggestions until finally it was proposed to appoint a committee to look about for some means of paying for advertising and this was done with John R. McQueen, chairman, and Talbot Johnson, Charlie Mason, Gene Stevens and Moses McDonald his supporters.

This committee will undertake to secure from the greatest number of people possible the biggest amount of money that can be gathered up, and will endeavor to have some advertising underway in the shortest possible time in order that it may help to stir up action while the season is still early, and then they hope to hold business later in the spring. Everybody who can be reached will be called on to contribute, and it is evident that the call will be urgent and persistent.

The committee met Saturday afternoon and decided to try to raise \$15,000.00 for advertising this year. It will make no definite decision about how this money would be spent until it knows what it has to spend, but the general opinion was that a large percent should be spent in the high class ads suggested by Mr. Tufts; the next larger percent in advertising in the small towns in the effort to get to a

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STORY OF SANDY GROVE CHURCH, OUT

Interesting Pamphlet Published By the Congregation—Was Established in 1855

(Helen K. Butler)

An attractive little book has been written under the name of the "History of the Sandy Grove Church" by M. A. Patterson and A. D. Cawell. This pamphlet gives a historical sketch of the church from its early beginning to the present day. Sandy Grove Church was first established in 1855 and is situated in upper Hoke county. In the first year of its early origin it had twenty members and three ruling elders. The church grew steadily in size until its membership boasted of something like three hundred. The people that composed this group of pioneers were the Cape Fear Scotch who were making settlements around Bladen and Cumberland county early in the first part of the eighteenth century. These people lived at considerable distances from each other in a wilderness, without

schools, churches or roads. In order to hold any religious services at all it was necessary to gather a few together here and there about the neighborhood, and this neighborhood might have meant any place in Cumberland or Bladen county. Soon the numbers outgrew the little homes and more room was needed. A central point was selected in the community and in an open space of an old field an arbor was set up affording a slight protection for the little gathering that met to worship surrounded by the trees that were truly God's fruit temples. An interesting fact from the history says the sermons were delivered in the Gaelic language usually, as the most familiar tongue to the Scottish outfit was not the English language of today. In 1852 with the meeting place still the open field an organization was formed to establish a presbyterian church. Rev. Duncan McLean was the first minister to head the little flock that assembled in the finished church in 1855. The soldiers of Sherman's army destroyed a number of the records of the history previous to the civil war days, leaving a sketchy memory with some of the old timers.

The book is dedicated to Rev. David Fairley, "Man of God, venerable and saintly Minister of the Gospel," who gave thirty-seven years of tireless service to the Sandy Grove Church. From 1855 to 1925 nineteen names appear on the roll of ministers. The roll of the members has been a longer one.

From these loyal supporters the names have become prominent in broader fields, and with the following generations spreading out in the North, South, East and West, descendants from substantial and dependable ancestry success has been noteworthy.

Sandy Grove Church stands alone again today in the wilderness. The people have gone from its territory. Fort Bragg has developed out of its vast acreage a military camp. The people have moved elsewhere. But the old sanctuary will be preserved and services and home comings will probably be held from time to time as the ties that have been created through the years have been lasting ones and the congregation likes to drift back when its possible. Pro-

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DISTRICT KIWANIS MEETING NOV. 5-6

Several Thousand Kiwanians and Their Wives Expected at Pinehurst

The annual convention of the Kiwanis Clubs of the two Carolinas will be held at Pinehurst on November 5 and 6, according to an announcement from Felix Harvey, Jr., of Kinston, past district governor of the Carolina's district. This convention will bring together Kiwanians from each town in the two States where Kiwanis clubs are located. Several thousand men and their wives are expected to be present. Mr. Harvey states that reports from some clubs indicate that they will bring their entire membership at least for one of the two days.

President Frank Jeter, of the Raleigh Club, has stated that his club has voted to attend the convention in a body, while the same reports have come from Greensboro, Durham and the smaller towns adjacent to Pinehurst. The Kiwanis Club of Aberdeen, which takes in the entire Sandhill territory, will be the host club and they are co-operating with the district officers to arrange an attractive program.

It is assured that John Moss, of Milwaukee, international president, will be among those present. Mr. Moss has been governor of the Wisconsin-Upper Michigan District for two years. He was vice-chairman of the board of governors, international trustee for several years and vice-chairman of the Harding Memorial Good Will committee. In his business, Mr. Moss is a manufacturer of interior woodwork and has the largest plant of its kind in Wisconsin. He has also served as president of the Milwaukee Chamber of Commerce.

International Secretary, Fred Parker, will also attend and be one of the speakers.

Among the past governors who will attend will be Harry Adams, of Atlanta, formerly a citizen of Raleigh and one of the leading Kiwanians in the South. Paul Haddock, of Charlotte, "Buck" Merriman, of Greensboro, and Alva Lumpkin, of Columbia, South Carolina, will also attend this meeting.

The convention will be presided over by Dr. E. W. Sikes, president of Clemson College, South Carolina, and present governor of the district. Felix Harvey, of Kinston, who was elected governor to fill the unexpired term of Harry Adams, will assist in arranging the program.

Reports received from Roderick McDonald, district secretary, indicate that this convention will be one of the best attended of recent years. Several of the clubs are paying the expenses of their Kiwanis quartette to assure plenty of singing while Milton Gibson, of Raleigh, has been appointed in charge of a golf committee to arrange a tournament on the Pinehurst golf links during the convention.

TO COLLEGE FOR FUN!

Harold Lloyd Guaged Time As Right For Comedy With Varsity Setting

The fact that Harold Lloyd is probably the keenest student of humanity in the ranks of the picture stars is proven by the unfailing accuracy with which he is able to gauge the public demand. He has set for himself the task of knowing at all times just what the amusement seekers want, and he gives it to them, embellished and idealized as only he can do it. This is the reason for his unprecedented popularity that is his—this, and the clean, frank and wholesome note that rings loud in every picture he has produced.

It has been some time since the screen has had a story of college life, and never has Harold Lloyd himself appeared as a college boy—so what better than to add to his gallery of humorous portraits a freshman—a

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Mlle. JOAN LECOSTA Worlds Champion Woman Race Driver, who races at the Sandhill Fair

HOME COMING OF THE GSCHWIND

Event Was in Honor of Ed. Gschwind, of Kansas City

(Mrs. S. R. S.)

A home coming of the Gschwind family was held last Sunday at the home of Mr. and Mrs. Paul Gschwind, our next door neighbors, and we were so fortunate as to be invited. The event was in honor of Ed. Gschwind, of Kansas City, who is spending his vacation with his parents. Immediately after our return from church, we went over and were invited into the parlor, where Mr. Gschwind entertained us with tales of the "old country," where he lived before coming to America. Presently Ed. came in and announced that dinner was ready. They had planned to have the dinner outdoors, but owing to the weather they decided to serve it in the dining room, picnic style. And such a dinner as it was. We wish that Ben Dixon McNeill, who thinks he has seen such wonderful spreads, and Nell Craig, who would like to be counted in on a few more picnics, had happened along. There were fried chickens, pork, beef, sausage, custards of various kinds, cakes that looked so tempting you didn't know which to try first, and so many other things that one couldn't possibly get around at one meal. After we had satisfied ourselves that it would be dangerous to eat more, we returned to the parlor, and finally got up energy enough to gather around the piano and sing several songs. Then, between showers, pictures were made of the

whole family and of various family groups. Before we disbanded, it was moved and carried that Ed. come home twice each year, for all felt that they would like to enjoy such days more often.

When Mr. and Mrs. Gschwind came to Vass from New York City around thirty years ago, the whole family numbered six members. Sunday there were gathered around the table with them six children: Mrs. G. B. Laubscher, Mrs. Wm. Klingenschmidt, Charles, Ed., Nettie and Freda Gschwind; three "in-laws", Mr. G. B. Laubscher, Mr. Wm. Klingenschmidt, and Mrs. A. R. Laubscher; fifteen grandchildren, A. R., Robert, Paul, Harry, Anna and Emily Laubscher, Bessie, Helen, Teddy, Henry and Oscar Klingenschmidt, Edward, Howard, Elsie Mae and Charles Gschwind, Jr.; and one great grand child, baby A. R. Laubscher, Jr. One grandson, George Laubscher, of Kansas City, was absent. Invited guests present were Mrs. Dunk Thomas, Miss Johnnie Thomas and Mr. and Mrs. S. R. Smith.

MORE SPORTS FOR SANDHILL FAIR

The Sandhill Fair management ever seeking something new in the way of novelty events have decided to hold a Junk Car selling automobile race on Friday October 30th the final day of the Pinehurst Exposition, in addition to the regular program of speed, thrills, and novelty.

The Junk Car event is open to cars of all sizes and classes whether they be stripped Fords or Mack trucks and the Fair management is offering two cash purses to the cars that win first and second in the two mile event. The only requirement that is

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BOARD OF CONSERVATION ORGANIZED

Purpose of Organization Discussed—Different Departments Assigned

The Board of Conservation and Development met in Carthage and organized Friday afternoon, with D. Al. Blue chairman and Richard Tufts secretary. The purposes of the organization was discussed by the members present, and it was decided that a survey of the resources of the county should be the first work undertaken. Alton Cameron was asked to gather information regarding cotton and milling. George Ross and Sheriff Blue were instructed to confer with the state departments and with the state board for information on lines covered by state records. Z. V. Blue was given the development in the Eureka neighborhood as a theme. Dr. McDuffie will report on the upper part of the county, Richard Tufts on cattle and hogs and Bion Butler will look into the geological influences of the county. A meeting will be held November 16 to make reports and to go farther into the plan and scope of the work. As the idea of the board is new to the members, they did not get very far into their work with this session, and wanted time to think it over before undertaking any positive steps. They will endeavor to yoke up with other agencies for furthering the interests of the county as soon as methods can be outlined.

Is spelling reform needed? The Greensboro Patriot thinks liquor ought to be spelled t-r-o-u-b-l-e. It brings that in its train.—News & Observer.