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THE PINEHURST ROAD

When the highway commissioners ordered the rebuilding of the two way road between Southern Pines and Pinehurst they did a good job, for it is doubtful if any other road has so much to do with the prosperity of the Sandhills and the whole of Moore county as that Main street of Pinehurst, Knollwood Village and Southern Pines. And the reason is because that is the chief connection between the three places, and three places that are the principal industry of this territory. It is probably safe to say that a line drawn on either side of that road two miles from the road paralleling the road, and continued two miles beyond the ends of the road would outline strip of territory four miles wide and eight of nine miles long that would include half or maybe more of the taxable property of this county. It would include probably three-fourths of the travel of the county, and more than half of the productive industry of the county. It would include a great proportion of the prospective growth of the county for the immediate future. It would include the chief seat of building activity of the county, the greatest amount of fluid capital of the county, and a pretty big share of the potential resources of the county.

Few so strictly rural sections of the state can offer such a statement as that region along side the two way road, and few roads have so much depending on them. That road is the real back bone of the community. It is the inlet and the outlet of the winter traffic, for while most of the travelers come to the winter resorts on the trains a great proportion of them move back and forth between the points along that road, and thus the road enters into their contact with the community. To neglect that highway would quickly have a vitally bad effect on the sentiment of the winter visitors. To make that road a model of easy travel will have an equally forceful influence, and for good. People who come to the Sandhills for recreation and rest want things attractive and comfortable. A bad road can do more harm than can be balanced by fifty thousand dollars' worth of energetic advertising. No matter what we say of the Sandhills if we meet strangers coming this way with bad roads all that has been said reacts, for it is necessary to deliver the goods if the advertising is to be effective. Paved streets in Southern Pines, the remodeled Holly Inn and the expanding Carolina at Pinehurst, a new hotel at Knollwood, and all the progress that can be made and all the advantages that can be offered count for nothing if the people who come here stick in the mud on a drive out in the country, and especially if that drive happens to be between two of the villages.

The revenue that comes to this section through the winter resorts probably amounts to more than comes from all other sources in the county. That means that the really important thing to consider in the county is the success of these resorts. Not only do the residents of the county profit by the business the resort villages make in the villages, but practically a big share of the income of the farm and the mill and the shops of the country comes from the resort villages. And that business is growing faster than any other line of industry. It is the one big thing that we all can unite to push forward, and which will

reward everyone by its growing success.

The good road will make the business of the resort villages much easier and much more certain to stick and expand. The patronage of a winter resort depends wholly on the attractiveness of the place, and in these days good roads, not merely pretty good ones, but good ones, have a lot to do with that attractiveness. And that is why the highway commissioners did a good job in ordering the road rebuilt.

HOGS AND THE CORN CROP

Last week the Little River Stores called attention to the relative position between the price of hogs and corn. In the spring Richard Tufts laid stress on this situation, advising farmers to provide themselves with hogs to utilize the corn crop. Both these sources of information have spoken wisely, for the situation at the present time has not been paralleled. Hogs are abnormally high. Corn is abnormally low. Usually corn and hogs maintain a rather definite ratio toward each other, for it is figured that a definite amount of corn will make a definite amount of pork, and that if corn is low hogs should go down, and that if corn is high pork will be high. As this is written corn in Chicago is worth 75 cents, pork 14 cents. It takes almost nineteen bushels of corn to buy a hundred pounds of pork. The average ratio is about eleven bushels of corn to buy a hundred pounds of pork. Pork has not been relatively so high, as far as figures can be obtained at this writing, probably in the memory of any one, if ever. High corn allowed the hog crop to fall off, but that falling off has advanced the price of pork, and now that corn is abundant, and it appears to be a big crop all over the country, it is a question what it is to be fed to. The man who has hogs now has money in his hands if he will utilize his chance and make use of the hog and the available corn, and it is a matter that the Sandhill farmer can give attention to with profit.

In this section corn is not so largely a chief unit of hog-feeding as in some other parts of the country, and should not be. Yet corn is a highly valuable factor in making pork or beef, either, for that matter. And with the prospect that hogs will bring more money than at any time for many years the importance of carrying as many hogs as possible and filling them constantly with corn, is a farm possibility that deserves watching closely.

TOBACCO OUTLOOK PROMISING

Tobacco is going rapidly into the curing barns, and where it has come out to the market the advance sales lead to the belief that prices are to be good. The basing prices for the types that are going on the floors appears to range around twenty-six cents, which is more than encouraging. If that is to be taken as a gauge of the future of the market tobacco is quite sure to be a life-saver. The yield this season is good, and it is reasonable to expect about \$150 an acre for anything like an average crop.

The reports are that the consumption of cigarettes is increasing about as rapidly now as at any time, and that the present production is around ninety billions annually, which is almost three times as much as prior to the war, which gave the cigarette its great prominence. Where the production of cigarettes will ultimately go to is anybody's guess, but the signs are that the limit has by no means been reached yet.

The tobacco farmer finds a certain satisfaction in expressing his opinion of the manufacturer of tobacco, but if he would think the matter over for about a minute he would probably conclude that manufacturing concerns that have broadened a market from thirty to ninety billion cigarettes in about ten or fifteen years have not been so hard on the tobacco grower as

might be imagined, for no possible conception of anything the farmer might do for himself in creating such an extended market can be awakened in any one's mind. To make that market what it is the manufacturers have spent millions of dollars in advertising, in factory construction, in driving trade into new territory, and in devious ways to find outlets for the increased tobacco crop. It is solely this persistent work on the part of the factories to find further outlet for tobacco that gives the farmer any hope that this big crop with its high prices is not a death warrant, for under ordinary conditions a high price for any big crop is pretty sure evidence that more farmers will rush into the industry next year and give prices a black eye. That may be the case next year, for high prices always increase the acreage of any crop, and low prices decrease it. But it is possible that the manufacturers are buying for the expanding outlet for their wares, and that next season they will need more leaf than this year.

It is ironical that with tobacco showing up so well the co-operatives are in their unpleasant plight, for it will incline some folks to decry the sincere attempt the co-operatives made to strengthen the price of tobacco in the leaf. They deserved a better fate than has overtaken them, and had they been able to work better together they might have seen a market even better than it is. But that is one of the results of war. When they entered their fight they faced defeat as well as victory.

One thing is worth remembering while the tobacco money is coming in. The lean days that have preceded the prospective distribution of returns from the crop should leave an impression that money when it is acquired is worth caring for, for another lean period is likely at any time to overtake tobacco as well as every other crop or business. A few dollars plastered tight in the bank is a good thing to contemplate after the dry weather.

LAKEVIEW

Miss Selma Smith returned last week from an extended visit in Ocala

and Miami, Fla. Steadman Ballard spent Sunday at his home in Lillington.

A party from Pinehurst entertained at a picnic here in honor of the teachers of Pinehurst high school and the guests of Miss Fannie Grey, Tuesday evening.

Mr. and Mrs. Robert F. Woodruff, who are the owners of the new home on the Mineral Springs road, arrived here this week from Greensboro, Vermont. We hope they will like us here and in that we hope to keep them with us. We welcome them sincerely.

Mrs. C. W. Spears and children, Misses Nora Burch and Ruth McNeill, were Sanford shoppers Tuesday. Jesse Gardner left Wednesday morning for Saluda, N. C., where he

will join Mr. Randolph Craig. W. F. Wood, of Sanford, was a visitor here Tuesday.

Dunk Morrison and family spent Sunday in Broadway.

Miss Johnsy Eastwood, who has entered school at Eureka, spent last week-end at home.

L. D. Guins and Steadman Ballard, enjoyed a week at and around Wrightsville Beach, last week.

Miss Frances Blue is suffering from an infected foot. We hope she will soon be able to take up her position at the Vass graded school.

Miss Grace Gardner is leaving this week for Raleigh, where she will enter King's Business college.

Miss Ruby Kelly, of Broadway, is the expected week-end guest of Misses (Please turn to page 5)



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