

THE PILOT

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MORE READERS FOR THE PILOT

This week The Pilot announces a circulation campaign. We have never liked circulation campaigns very much, but we are living in an age of contests.

We want more circulation for two reasons. Firstly, if you will read the slogan in our masthead on the front page you will see that The Pilot is "A Paper Devoted to the Upbuilding of the Sandhill Territory of North Carolina."

Secondly, we want more readers for the benefit of our advertisers. When Mr. Patch or Harrison Stutts or A. L. Burney or Walter Graham has a story to tell about his merchandise, we want the whole county to hear it, and profit by it.

Then there is another important reason for The Pilot's desire to reach out. The more we read about our neighbors the better acquainted we get with them, the more we learn about our county, the more community pride we build up.

You'll find all about the contest on other pages of this week's paper. There is an automobile for the big winner, and a radio and various other incentives for you to get out and line up some more readers for The Pilot.

GETTING BACK TO POLITICS

The elections are over, and The Pilot for one is heartily glad of it, for the American people, North Carolina along with the rest of them, make themselves extremely foolish over elections. It is a fact that can not be disputed that North Carolina as a state and Moore as a county have an excellent population, of admirable character, honorable, upright, kindly and helpful of each other, of clean record, and constituting excellent neighborhoods and communities.

And so we conduct ourselves when the elections are in progress. Then we forgive and forget when the votes are counted, and all become friends once more until another election. We pursue our politics emotionally and not with enough dispassionate excitement, and as a result we forget the real issues, and in the effort to sustain argument we beg our facts and distort all our figures. And when the election is over we get out of politics until another election comes.

In its pursuit after some information as to taxes this paper dug up some conditions it had not suspected, and in doing it fell into the notion that a lot more can be sought out with benefit, for the bald truth is that mighty few of us know anything like as much of our county

as we should know. We are all too long on ignorance and antagonism, and too short on real information and sincere desire to join in the intelligent movements that will really be of help to the county. The first thing to do politically is to get better acquainted, each section of the county with the other. The lower townships do not know the river sections as well as they should, and the upper townships do not know the Sandhills as well as they should.

As a county we do not know each other well enough, and we do not know our neighbor communities well enough. These autumn days a drive over the hills of the Deep River country, out to the potteries, to the villages of the upper townships, around the country that was active in the years gone by, and that is coming into activity again, is worth the time of the folks from the Seaboard section, and it is equally worth while for the folks from the outside country to bring the children into Charlie Piquet's picture shows, or to watch a golf game or to drift around among the streets and scenes of the villages down this way, for the Sandhills are becoming one of the most wonderful spots of the United States.

We have in the county two types of people, the one the substantial Scotch stock, the Quaker stock of the Deep River, the English and the Scotch-Irish, many of them from Pennsylvania and Maryland, and the more recent newcomers who have settled around Pinehurst and Southern Pines. Both these types, the older stock and the newer settlers, are of unusually desirable quality for making a good county. The folks more recently from the North are better supplied with worldly accumulations, but that does not make them a bit different except that they are more able to pay out money to help in the faster development of the neighborhood, and every time one of them builds a new house or improves a bit of county landscape he pays the bills and all of us can look at what he has done and enjoy it.

The first thing we need to know, therefore, is each other. We are all going to live here together, for it is such a delightful bit of country that the newcomers will drift in in larger numbers while the older settlers will stick to that which is proving so agreeable as a home place, and with all working together and knowing each other better it is impossible to foretell what is going to be done. It is also good for Republican and Democrat to get it into their heads that most of the folks are not a bad lot, no matter what their politics, nor what time of the year, nor how near or far election day may be, and that Mr. Cameron, Mr. Matheson, Mr. Reynolds, Mr. Spence, Mr. Johnson, Mr. Wallace, are all pretty good neighbors, and are not of the type that would wreck the government if they could, and that they couldn't if they would.

What we need is to get our politics on a bigger, more wholesome and neighborly footing, and

to know more about our county from every viewpoint. Then we can all work together intelligently and earnestly for the best that we can make of it, and that will be a revelation if we go at it right.

That is the political job The Pilot hopes we can push a little farther along. We are all alike interested and concerned, and it is the duty of every one of us to join in vigorously and sincerely that the job may be well done and as quickly underway as possible.

THE FARMER'S SHARE OF THE JOB

Chris Page has started the work of establishing the new cooperative movement among the tobacco growers, but if it is to be in any degree successful the farmer must prepare to do the principal part of the job. The tobacco market has shown one thing, which is about the sum of the law and the prophets in tobacco growing. The class of tobacco this year in the Aberdeen market is good. It brings a good price. Being good it goes much farther in bringing a good price than all the appeal and all the sophistry and everything else has been able to do for the lower grades reported from the markets elsewhere.

Chris Page can't sell poor tobacco for a high price. If he could he would be a crook if he did. But he can help the farmer to sell good tobacco for a good figure, which is fair and honest. That is the first thing for the farmer to get in his head and fix there positively. His job is to begin right now to make a good type of leaf for next season's market. If he will not do that he does not prepare his case so Mr. Page or anybody else can help him. The world does not want punk stuff, and it is too much punk that kills the market for good things.

Another thing that Chris Page can't do is to make the farmer prosperous by securing for him a loan from the government or from anybody else to be paid back next year from a tobacco crop that may be good, bad or a failure. The farther the farmer keeps from tying up his crop for next year with debts to be paid after the crop is sold the more firmly the farmer can stand on his feet and say he will not sell his leaf for an unsatisfactory price. It is the distressed tobacco and the distressed cotton that breaks the market. But the man who has a debt around his neck, no matter if to the government or any other agency, is tied tight to disaster. Time purchases and debts to be paid next year have done more to kill the farmer than all the manufacturers, railroads, Mellons, Hoovers, or any other bugaboos that are constantly held up as the farmer's undoing.

The farmer who is going to help Chris Page make a profitable market for tobacco is going to begin now, for it is time to be preparing for his next year's crop. He is going to get out of debt, arrange to make a crop of the best possible leaf, to make it at the lowest possible cost, for a crop made at low cost can sell at a profit much under the crop made at a high price. You hear frequent complaint of prices that do not equal cost of production, but what is absolutely essential is that the farmer can come to market with his crop next year and say that production has been held down below the price the crop commands. High cost of production kills more farmers than low price of sales. These things must be done to help Chris Page, and if they are done, he will be able to help so much that his success will be a surprise. And now is the time to begin.

Bradford McLean, Leland McKeithen and William Carter, Jr., came home last week-end from Davidson College.

Dr. J. I. Neal Veterinarian

Mondays—at Southern Pines at Swinerton's Stable Thursdays—at Pinehurst at Pinehurst Dairy



Will be in his office over the Post Office, Sanford, N. C., every Wednesday, from 10:00 a. m. to 3:00 p. m. Don't fail to see him if your eyes are weak.

GRAINS OF SAND

The final figures show North Carolina's population as 3,170,276 on April 1st, an increase of 611,153, or 23.9 per cent over 1920, the largest growth the state has ever shown in any census period.

Ninety-five of the 100 counties of the state showed increases. Twenty-one cities and towns have a population of 10,000 or more. There are 498 incorporated cities or villages in the state, the smallest of which is Dellview, with 10 inhabitants.

A copy of the first series population bulletin for North Carolina, giving the number of inhabitants in each county, township, city, town and village may be obtained by writing to the Bureau of the Census, Washington, D. C.

Some time ago The Pilot suggested that it would be a good idea to make Moore Central trains stop at the crossing over U. S. No. 1 near Cameron, the infrequency of trains being so out of line with the automobile traffic at that crossing. At that time we did not know whether such a rule was practical or in use anywhere. Now we find that in some other states where service is infrequent trains are required to stop and be signalled ahead by the conductor, just as in the old days when trolley car conductors were required to run ahead at crossings and see that the coast was clear. There have been several fatalities at the Moore Central crossing, despite the few trains. Or, more probably, because of the few trains;

for motorists are so unaccustomed to expecting the approach of a locomotive they forget all about the tracks.

Won't it be nice to hear and read about something besides political issues for a while? We can even begin to think about Christmas shopping.

Moore county ranks 17th among the 100 counties of the state in taxable wealth per inhabitant for the year 1929. The total taxable wealth of the county, as given in a table in the University News-Letter, is \$27,139,000; the amount per inhabitant \$1,027. The state average is \$940.

The taxed value of all property in the state is still slightly less than three billion dollars, despite a gain of around nine million over the previous year.

Next week the annual Red Cross Roll Call starts, on Armistice Day, quite properly. Every American should support this organization above all others. It is there first in every disaster—and the last to leave.

"The Red Cross is today the expression of the national will, the national sympathy, for all those overtaken by the catastrophe of storm, of flood, of famine. Its call to charity to meet these emergencies is mandatory upon the heart of the Nation," says Herbert Hoover.

Read the Red Cross Number of The Pilot next week. Then join your local chapter.

Correspondence

THE LIBRARY IN PINEHURST

Editor, The Pilot: It is doubtful if every village the size of Pinehurst has in its midst as quiet a place of interest and advantage and attractiveness as our village offers in its library. The year round residents and those fortunate people who are able to return to our healthful and beautiful town during the months we call our "season," are familiar with this delightful spot, but how many of the more transient guests of the village know this place of quiet retirement and about its facilities for procuring the reading of all types of books and many magazines.

Recently there has been a reviewing of the old books and the placing of many new ones on the shelves and the library now lists well over three thousand volumes. Among these are the old favorites of many years ago and an equal number of more recent date. In addition new books have been purchased and are already filed and may be drawn and more are to come soon. Among these are the latest publications, both fiction and non-fiction; many worthwhile books that will attract the real book lover. On the tables, among other magazines, are Harpers, World Work, The Nation, The Atlantic, Scribner, The American, Good Housekeeping.

There are many publications concerning golf on the shelves as well as the recent magazines regarding golf and other sports for which Pinehurst is noted. For the nature lover, Bird Lore is always accessible and there are some interesting and instructive little volumes dealing with the flora of Pinehurst and its vicinity.

Many people avail themselves of the opportunity of using the library and it is hoped that others, who have not known about its fine collection of books and periodicals in the past, will become subscribers this season.

Gifts of book, some of them rare editions, and others, both modern fiction and non-fiction, are frequently donated to the library by its friends and such gifts are greatly appreciated by those interested in the welfare and growth of the library and in making its usefulness as far reaching as possible.

The library, now that the season has begun, is open each week day from two to five o'clock, p. m.

—APPRECIATIVE VISITOR.

Pinehurst, N. C., Nov. 5, 1930.

Mr. and Mrs. C. B. Thomas, Mrs. H. W. Doub, Mrs. H. A. Gunter and Miss Lois Barkley attended the Quarterly Conference of the Methodist Church held at Vass last Sunday.

The Ark Southern Pines North Carolina Country Day School for Children with Kindergarten Dept. A limited number of boarders received. APPLY TO PRINCIPAL

CLEAN COAL Delivered Promptly Phone 139 H. W. DOUB ABERDEEN

DR. E. D. HARBOUR OPTOMETRIST at Tarlton's Jewelry Store every first Tuesday in each month.

The YELLOW PENCIL with the RED BAND EAGLE PENCIL CO. MIKADO

SPECIAL LOW ROUND TRIP FARES To Raleigh Account Kiwanis Convention Nov. 6-7-8 From Hamlet \$5.22 From Aberdeen \$3.90 From Southern Pines \$3.68 From Sanford \$2.30 Tickets on sale Nov. 5 to 7 Limited Nov 10 Also fares from all N. C. points. H. E. Pleasants, D. P. A. Raleigh, N. C.

Seaboard

Bakers' Food Store "Everything Good to Eat" West Broad Street Southern Pines, N. C. A Home Store for Home People. Pure Coffee, our special, lb. 15c Maxwell House Coffee, lb. 35c Hams, half or whole, Swift Premiums, lb. 25c Fresh Eggs, guaranteed, per doz. 29c MARKET SPECIALS Lamb Legs, lb. 29c Lamb Chops (Ribs), lb. 39c Lamb Chops (loins), lb. 49c Stew Beef, lb. 12 1/2c Pork Liver, lb. 15c Brookfield Creamery Butter, (Saturday only), lb. 43c Pure Pork Sausage, lb. 21c Nut Butter, none better, Special, lb. 17c Fresh Milk and Cream received daily: FRUIT SPECIALS Oranges, Florida, doz. 23c Apples, (good eating), doz. 10c Bananas, doz. 20c Grapefruit, 3 for 25c Celery, large stalk 9c Coconuts, 3 for 25c Tomatoes, lb. 12 1/2c New York Potatoes, lb. 3c Corn Flakes, 2 pkgs. 15c Campbells Tomato Soup, 3 for 25c Pork and Beans, 3 for 25c FLOUR—Plain and Self-Rising: Compare Our Prices with the World 12 lb. Bag—39c 24 lb. Bag, 70c 48 lb. Bag \$1.40 Meal per pk.—29c