

# THE PILOT

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**JIM McCALL**  
**ET SEQ. ET TODAY.**

Old timers recall the sonorous voice of Jim McCall as he came up the Seaboard platform in the early days of Southern Pines announcing, "Numbah Twe-eentyty seven-n-n—" And the old locomotive with her familiar toots around the bend puffed up the grade, blew off steam, slowed down, and for a brief period the vicinity vibrated with the high manifestations of life. Then she coughed down the hill and quiet fell over the town as the echoes floated back from the crooked streak of smoke down the hill.

Now the same bit of excitement prevails on a modern scale, and the golf bags rattle and the taxis grab the crowd and yesterday is an amusing memory as today is actual. And so the Seaboard folks come to play golf and look over the neighborhood that has grown to be one of the important points on their route and to load up with information that will permit them to go back to their offices in shape to help bring down the stream of people that for many years have been the main item in establishing these Sandhills settlements as places of consequence in the holiday schedule and as the permanent winter and summer home of many people.

It is these reconnaissance forces the Seaboard that determine the winter success. While they come to amuse themselves it may be assumed that under their marching orders from the general office they carry instructions to spy out the land and to go back home loaded with knowledge that will enable them to turn this way for the winter a substantial traffic that will help the Seaboard grease its wheels. It is a wise finesse that plays the game so as to make it easy for these men to be impressed with every virtue the Sandhills can display. They want to see the good side of the winter play grounds and the cordiality of the people and everything that we can offer them as samples of the main invoice of our later stock. They come as visitors for a pleasant holiday, but they go away as our salesmen and as salesmen for their company, and it is our business to know that when they go away they have fully appraised the stock. They come like a letter with money in it. When they go away let them know they had a real welcome.

### A CHANCE FOR THE ADVERTISERS.

The growth of the circulation of The Pilot, especially at this season, when it will exceed 3,000, places within reach of the advertiser an opportunity that is worth embracing. Advertising is simply telling the prospective buyer what you have to offer him, and why you procured it that you might place it at his disposal. Buyers this fall are watching the dollar, and they are to be tempted with good goods at low prices, but they will inquire into everything before they buy. The man who informs his possible customers of what he has and why it is worth while to look over his possessions has made a start in selling his goods. In the present conditions it is to be remembered that all things come to him who hustles.

The greatest competition local dealers have to meet is the mail order store. Its whole success comes from skillful advertising. In the last two or three weeks catalogues from these stores have been pouring into the postoffices of the county day by day, and that advertising is going to take business from the dealer at home who thinks he does not need to tell the people what he has. Away

back in the days of St. Matthew it is told that "Men do not light a candle and put it under a bushel, but into a candle stick." That ancient philosopher was aware that if you have anything to communicate to your neighbors you give light to it. You see what the cigaret manufacturers are doing to sell their products, and the tire makers, and other men in every active line of business. They tell the folks what they have and why it is worth while to buy what they offer. That such a policy pays is apparent, for the advertisers would not continue a losing game.

The mail order stores do not cut down their advertising now that sales are harder to encourage, and the results are evidently satisfying or the advertising would stop. The Pilot pretty completely covers Moore county and the immediate surrounding territory. Folks who read it will be coming to the tobacco markets the rest of the fall, and they will be buying things. To get your share of the business you can with profit tell the readers of The Pilot what you have to interest them. This country has not gone to the dogs. But it is going to those who whistle for it.

### THE PROBLEM OF THE COMMISSIONERS

Next Monday the County Commissioners have some difficult questions to settle, and however these questions are settled some criticism is bound to follow. The first is probably the matter of including the whole county under the general school law, assuming all the district debts, taking over the entire responsibility of all the schools and terminating township and district individuality. While the decision of the county authorities cannot be guessed out at this juncture some of the guessing school graduates predict that Southern Pines and Pinehurst will be allowed to continue "on their own," and that the rest of the county will pass under the operation of the general county unit direction.

It is not hard to see that the different sections of the county view the situation from different points, and it is not hard to see the right of the different sections to back up their views. But that does not alter the new law in the case, which is what the school board and the commissioners are obliged to accept as their governing authority. The new law would be less of a stumbling block in the county but for the fact that the local tax districts owe money that is to be paid, and they have school houses as the result of the debt. The districts not owing for school houses and having no school houses of the modern type protest against sharing in the debt of the districts that have the modern buildings, although many of the children from those districts go to the schools carried on in the houses that are still burdened will be built in the districts that have no houses is the salve offered in extenuation.

The commissioners have these things to weigh next week, and also the proposition to postpone the tax sales, which is debated by different people from different sides. No more serious climax has been faced by the board of commissioners in many years, and their decision will not suit everybody. But The Pilot feels confident that the board is capable of dealing with the questions as wisely as conditions permit, and that the thing to do is for the people to tell them to use their best judgment for the common good of the county, and then for all of us to stand by and help make the schools the best that can be made all over the county. Complaint and antagonism can not do any good. The leeway of these men is limited by State law and county conditions. The thing we are all interested in is the best possible schools all over the county. Each section of the county is represented on the board by a capable man, and not one of them could be brought to do anything that would put an unfair burden on any other section of the county whether his own or any other. Whatever is done will be done, and the way out of the difficult situation is to take the methods the coming meeting of the board prescribes and all work together to make Moore County schools a general uplift for good from the Chat-

ham border to the Hoke county line and to Drowning Creek. That community unity of effort is what saws the wood.

As for making of the climax a political bone on which to chew in hatred and warfare that is wholly unprofitable, and do not get the county anywhere. A two-edged sword is a terribly dangerous implement to fool with, and especially when introduced in community welfare movements.

### THE COTTON FOOLISHMENT.

Many of the folks who are offering plans about cotton planting next year, legal limitations of the acreage to be planted, government purchase of anywhere from a few bales to eight millions, everybody buy a bale, and all the rest of the impossible dreams, seem not yet to have thought about the one simple proposition that will have to settle the question, and that is for every farmer to judge for himself whether he wants to plant any more cotton. Evidently we have all the cotton we need. What, then, is the use to buy a lot of it by the government, so the farmers can plant a lot more next year and continue to have more than we want. For the government to buy all the cotton in the world does not lessen the amount in surplus.

For farmers to plant a lot more while we have the vast carry over ahead of us does not show any sense at all. But the day will never come when legislation will determine the amount of cotton to be planted, and if it could such a policy would kill the cotton industry in this country absolutely. Suppose American farmers were to stop planting cotton next year. It needs no glass eye to see that foreign cotton planters would proceed to take our cotton production from us right there. If we ever drop out of the competition the world will profit by any advance in prices, and will plant a foreign acreage that will make the cotton world run wild. And the result will be a foreign cotton growing industry that we can never again overcome.

But that is not going to happen. What is happening is solving the problem. Cotton is down. The man not suited with the low price can settle the matter for himself whether he wants to plant more cotton for such low prices or do something else. He will conclude in sufficient numbers to cut out cotton until the price induces him to come back to growing cotton. But the governor, or the legislature, or the congress that thinks it can stop men from planting what they want to plant gets another guess. And if one farmer stops planting cotton two more will conclude that the time has come to get into the game. They will get in as they have a perfect right to do.

It is not the low prices of cotton that have raised the devilment, but the high prices a few years ago that led everybody to plant cotton until the world is drowned in it. Now the deluge has overwhelmed us, and the only thing to do is for each planter to plant according to his desire. If he wants low cotton he can raise it. But he cannot with any sense or ope of success ask the people as a nation to buy the stuff they do not want any more than the railroads have justification to ask people to ride on the cars if they do not want to, or the steel mills to ask the government to buy surplus steel to permit the price to go higher to the buyers and to take the overloaded production. But no one need worry about these things. The economic laws that govern business relations are providing for a reduced cotton crop, and those laws do not fail. Low price is a master reducer, and it is about to effect its aims. One or two more big crops and no bluff of government compulsion will be needed to lessen the crop. It will lessen itself.

### THE GHASTLY REALIZATION

For a couple of years we have had our little fun assuring Secretary Mellon that his alarm over any effect on the public treasury by the unlimited drafts everybody was demanding for everything was the fears of the timid child. Mr. Mellon has been courageously insisting that we were saving for ourselves a de-

luge, and clear-headed old seer that he is he foretold what he, or any other man who cared to think at all, knew must be coming if we continued to bleed the public funds.

Over a billion dollars to be raised by the sale of bonds to replenish the treasury, the despatches from Washington say.

Over a billion dollars in time of peace. A culmination of raids on the government treasury that are without parallel, and in the face of it many people are still clamoring for money from the government for almost anything that can be mentioned.

And so we pay taxes, hundreds of millions of dollars on the cigarettes made from the farmer's tobacco, which is the object of profound concern by the thinking men of this country. Tariffs and taxes on a long list of things we buy from nations to which we sell our products. Millions in taxes on one thing or another, for it is only from the people who must pay that the money can be dug up.

Let no man delude himself into the belief that he does not pay his full share of all these taxes, for not a thing that he makes use of from the cradle to the grave can dodge the excise and income and tariff and other taxes that drag out money for this riot of wild expenditures that follow appropriations from the government. We have instructed anybody who wanted money to take the bill to Uncle Sam for his indorsement, and now Uncle Sam notifies us, all of us, that he wants us to pay. Only a blind man man could fail to see what we had been piling up for ourselves.

A billion dollars of a deficit in time of peace was never before heard of in any nation or the globe, and this is not for our expenditures. It is simply to make up what our income lacks of meeting the year's expenditures, and is to be paid from another year's collections. We are still living on our debts and giving away. It is a fool's paradise we inhabit, but the string is nearly at its end. Old Andrew Mellon is not the fool he seemed to be, as we can now more easily see. Here's what has made our hard times.

## Correspondence

### AN EXPLANATION

There appears to be a misunderstanding on the part of a number of persons, of the import of the recent suggestion of the County Board of Education to relieve the rural school taxing districts of their annual debt installments by assuming the payment of same through the general county school fund. Some seem to have the proposal confused with the county wide plan of school organization, voted upon in the county several years ago, which they think, if adopted, would abolish the charter districts and impair efficiency in the rural special taxing districts. This impression is entirely false. The proposition in effect would not change the present status of any school district in the county, except to relieve it of debt; the current operating machinery would go on exactly as now; it would reduce the special taxes in every district; would guarantee to all local school district boards, both charter and rural, more adequate resources for the operation of their extended terms and would insure a continuation of the same degree of local self government and authority as these boards now enjoy. It is extremely unfortunate that the facts of the proposition have not been made clear at all times. Neither board has as yet taken any action on the matter. The question has merely been under investigation and study. The Board of Education will make its decision on next Friday afternoon, Sept. 4th.

Signed,  
 —H. LEE THOMAS,  
 County Superintendent.

## Grains of Sand

The activity of the highway patrol officers suggests that we are to have more safety on the public roads and also that it will be cheaper and more satisfactory to do what they say than to pay the bill for the sake of being allowed to argue.

Things is catchin' Now that the Federal government has confessed that it requires a billion dollars to meet the deficits a clamor arises for an extra session of the state legis-

lature to face a deficit of a million or two. And the thing goes down along the line where some of the rest of us are trying to find out the meaning of that big word "moratorium."

Hub Sykes says he kind o' likes the idea of getting back to Bull Durham and roll your own, for a lot of the fellows that never learned to roll for theyselves can't touch him for a smoke.

"Got so dang pore couldn't git no fertilizer, so I planted peas and potatoes and garden stuff and corn and soja beans," said Wailaby Joub, "an' then the filling station shut down on gas an' anyway my old tub got so it wouldn't run, so I don't need no more gas so I don't need no more money for that, an' by jackie I got more to eat and don't have to pay nothing fer it than I ever had. Sold a few chickens, and a few eggs, and made a little terbacker myself, an' they wouldn't let me owe nothin' so by grab if I ain't got nothin', that's more'n I had when I was rich enough to get into debt every fall. Don't see how it works, but they's peas on the vines an' shotes in the lot an' taters in the garden."

Wise teacher telling his class that Jupiter, the bright morning star will be visible in the eastern sky before sunrise. Sophisticated boy in class tells teacher, "We most always go to bed before the sun is up."

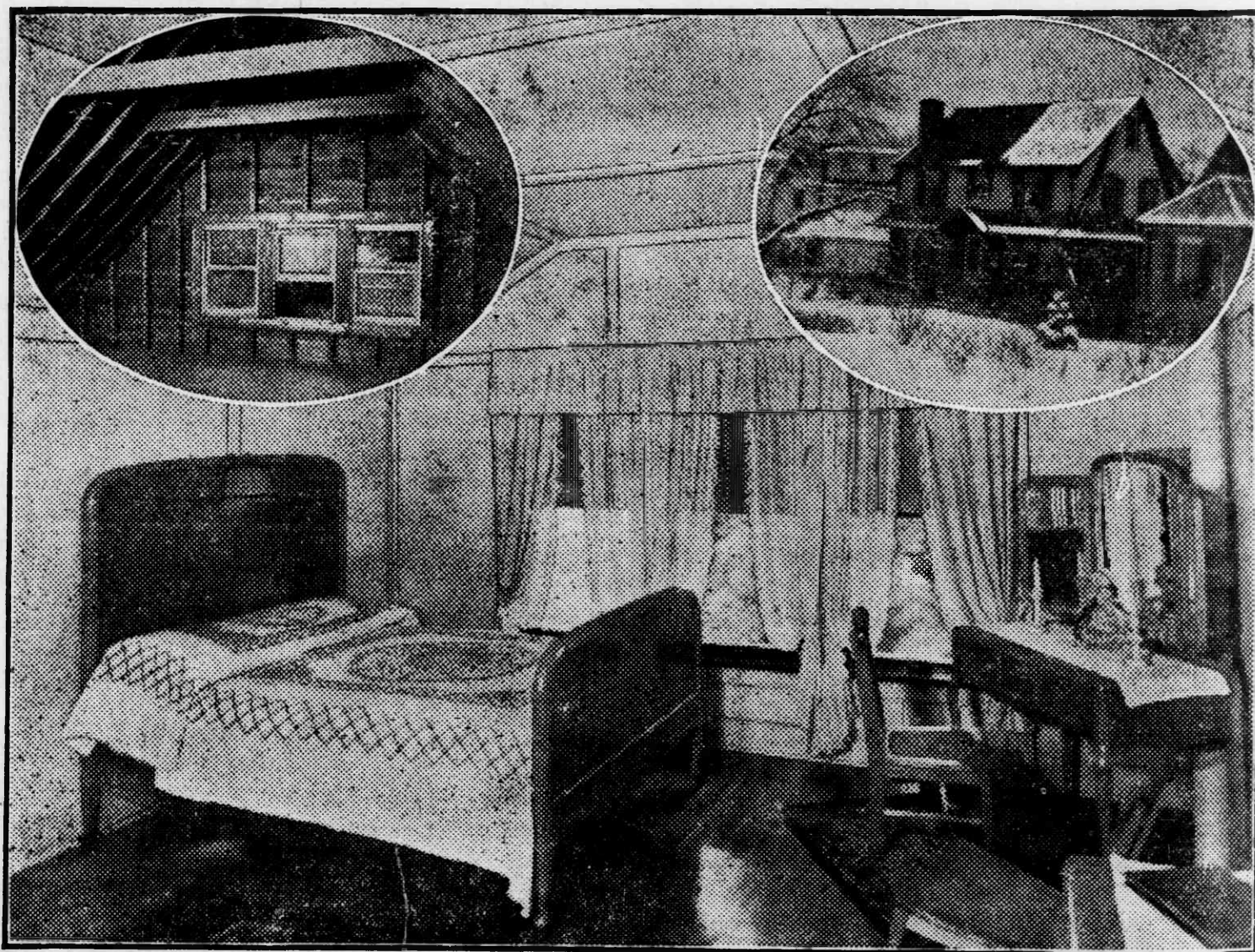
To add to the other troubles the man with a load of wood is beginning to drop around to tell you how to get rid of some more of your income.

### CHANGE IN HOURS OF SOUTHERN PINES LIBRARY

For the benefit of the school children who cannot go to the library in the morning, and beginning on the date of the opening of the Southern Pines Public Schools, the Library will be open Monday, Wednesdays and Friday afternoons from two o'clock until five o'clock and Tuesday, Thursday and Saturday evenings from seven o'clock until nine o'clock. This schedule will hold until the Library goes on its regular winter schedule which will be about November 1st.

Mr. and Mrs. Sammie Mathews of Sanford are guests of their parents this week.

## Lining Attic with Insulation Cuts Fuel Costs



The picture in the upper right-hand corner illustrates the part insulation plays in cutting heating costs. Half of the attic in the home of Russell B. Pettit, Larchmont, N. Y., was finished off with cane fiber insulating board to make an extra bedroom. Naturally this prevented heat from escaping through that portion of the roof while it continued to filter through the remainder, melting the snow with the result pictured.

AFTER a snowstorm, watch the roof of your home—it will tell you a story. If the snow melts faster there than it does on trees and ground, you're losing money!

Rapidly melting snow on any roof is a sure sign of heat leakage. Such roofs are "heat sieves." They allow furnace heat, generated by fuel paid for with hard cash, to escape into the great outdoors where it does no good. These heat-leaking roofs are often responsible for "cold houses," the kind that are hard to heat, especially in the morning after windows have been open all night and in severe weather.

**Insulation Solves Problem**  
 The solution of the heat-leaking-roof problem is, of course, good building insulation, and the best way to obtain it is to line the attic with insulating board. (Most new, well-constructed homes are insulated, not only to save fuel, but to insure the comfort and health of the occupants.) Figures, based on computations approved by the American Society of Heating and Ventilating Engineers, show that attics lined with Celotex cane fiber insulation yield annual dividends in fuel saving ranging from 35 per cent to 124 per cent of the job's cost.

**Figures on Savings**  
 The actual fuel saving resulting from lining the attic of a particular home with insulation board depends on the house's construction and local weather conditions. In an average home, with an asphalt-shingled, wood-sheathed roof, 2,000 square feet in area, insulation of the attic by nailing seven-sixteenths inch cane fiber insulating board to the underside of the rafters will result in approximately the following annual savings for three types of fuel: coal, \$42.48; oil, \$38.00; gas, \$136.00. The cost of the insulation installed would be about \$110.00, and the annual return on this investment would be 39 per cent for coal, 35 per cent for oil, and 124 per cent for gas! These figures apply to climates similar to that of Minneapolis. For other sections of the country they naturally vary slightly.

Even larger fuel savings are obtainable if insulation board is also applied to the top of the attic floor joists. If this is done in a house with 2,000 square feet of roof, the following approximate fuel savings should result: coal, \$64.20; oil, \$57.40; gas, \$206.00. The cost of insulation applied to both rafters and top floor joists in this size house would be approximately \$200.00.

**Extra Room Possible**  
 The insulation of attic space not only means a substantial reduction in fuel bills, but also opens the possibility of adding to the home a spare bedroom, sewing room or playroom for adults, children or both. Insulation effectively wards off the sun's rays in summer and will make the attic room livable the year round.

Lumber dealers are always glad to discuss the attic insulation problem. They will refer you to a reliable contractor who will gladly estimate the cost of insulating your attic and, if you desire, converting some of the space into a pleasant extra room.

**CELOTEX PRODUCTS ALWAYS IN STOCK AT THE PINEHURST LUMBER YARDS North Carolina**