

You Can Help Us Help You

These words appear at the masthead of each issue of The Pilot:

"A Paper Devoted to the Upbuilding of the Sandhill Territory of North Carolina."

The Pilot esteems it a privilege to serve the community—by bringing to its readers each week the interesting happenings of State, County and Community —by aiding every worthy cause—by keeping its public informed on questions of local interest—by giving valuable publicity to movements and institutions working for the betterment of the section.

In the course of rendering this service during the past six months The Pilot has devoted approximately the following space in its news columns—much of it front page space (which is not for sale at any price)—without thought of remuneration:

The various Relief organizations of the county and their projects received upwards of 150 column inches.

Libraries in the county upwards of 80 inches.

Amateur Theatricals around 200 inches.

Public Occasions—such as the Spring Blossom Festival and the Fourth of July celebration around 400 inches.

Real Estate and like publicity favorable to the section, 150 inches.

The Moore County Hospital, more than 300 column inches.

The Public Schools and their activities more than 150 inches.

Various Civic organizations—such as the Civic Club, the Bird Club, the Chamber of Commerce, Women's Clubs, etc., were given in excess of 250 inches to keep their activities before the public.

General Winter Sports events were given advance publicity to the extent of more than 200 inches.

This we feel is a good record for service, and it has been rendered cheerfully and without thought of reward other than the satisfaction derived from seeing the worthwhile enterprises of these various organizations succeed and the Sandhill section come into its own.

All The Pilot Asks is a Square Deal

It is dependent upon three sources of revenue:

First—The money received from subscriptions.

Second—The money collected from advertisers.

Third—The profits from job printing.

Therefore---

First, Please pay your subscriptions promptly, and, if convenient, see that your neighbor has a chance to subscribe. He'll like the paper, too.

Second, Patronize those firms which advertise in The Pilot, and if you have anything to sell to the public advertise in The Pilot.

Third, Let us do your printing. Remember that your local paper renders the section a service far in excess of the remuneration it receives. It is but fair to ask that you bear this in mind when you are tempted to give your printing order to an out-of-town salesman.

The Pilot pays Code wages, or more (and they are spent in the Sandhills), and charges prices in accordance with the "Price Determination Schedule of the Graphic Arts Code." The quality of our work will stand up under comparison with that turned out by any first class small shop, and is entirely out of the class of the cut rate stuff offered by the so-called specialty houses.

LET'S WORK TOGETHER!