



The Guide to Shopping IS Your Newspaper

Your Newspaper is The Pilot.

If the Butcher, the Baker, the Candlestick Maker do not Advertise in The Pilot, they are not Guiding Customers to their Doors.

If You do not read the Advertisements in The Pilot, you are Neglecting Buying Opportunities, the Prospect of Saving Money.

**WE ARE HERE TO SERVE ADVERTISER and
READER—TO GET THEM TOGETHER**

**ADVERTISE, ADVERTISERS! READ, REARERS!
AND WE'LL ALL PROFIT**

THE PILOT

"Covers the Sandhills Like the Sand"