



A Paper Devoted to the Upbuilding

of the Sandhill Territory of North Carolina

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FIVE CENTS

## BUSINESS MEN OF SANDHILLS HEAR ADVERTISING PLAN

Cecil Bell of Department of Conservation and Development Tells State Aims

### AT CHAMBER LUNCHEON

A large number of members and local and out-of-town guests gathered at the Southern Pines Chamber of Commerce meeting Tuesday noon at the Park View and heard Cecil Bell of the North Carolina Department of Conservation and Development outline the plans and aims of the department, particularly in connection with its \$250,000 State advertising campaign to make the rest of the country North Carolina conscious.

Mr. Bell told the gathering that while North Carolina was rich in tourist attractions and ranked fifth in the value of its agricultural commodities—its two principal sources of revenue—there was still much to be done for their further development.

"While our scenery and climate are highly attractive and our roads are equal to any in the country," he said, "we can't afford to overlook the little things that make so much of an impression on our visitors—good food, courteous attention from filling station attendants, courteous treatment by law enforcement officers and the regulation of the placement of unsightly billboards."

Speaking of agriculture, Mr. Bell called attention to the fact that, in spite of North Carolina's high rank among the states in the value of its agricultural products, we had a very low proportionate per capita income among our farmers. The reason for that, he said, was the vast amount of agricultural acreage in the state—of which some 2,000,000 acres are lying idle. It will be one of the purposes of the Department of Conservation and Development to attract farmers to those fertile acres.

In the field of industry, Mr. Bell said that tobacco, cotton and furniture just about tell the whole story in North Carolina at the present time, but that industrial chemistry is daily finding and devising new uses for the agricultural products, and their by-products, grown here in abundance, and that the department is conducting a vigorous campaign to interest business capital that can take advantage of these new developments to invest in North Carolina.

## Convention Season Gets Under Way at Carolina

Yarn Men Here Now, Cotton Manufacturers and Textile Chemists Next Week

The convention season in Pinehurst got under way yesterday when the vanguard of the Carolina Yarn Association's members arrived at The Carolina for their three-day session scheduled for Thursday, Friday and Saturday. About 400 are expected to attend this convention and yesterday was devoted to registration and acclimatization. The business sessions and social events will be held today and tomorrow.

On Thursday and Friday 300 members of the North Carolina Cotton Manufacturer's Association will meet at The Carolina for a two-day session. They will be followed on Saturday by the American Association of Textile Chemists and Colorists, who will be there for one day only, and Saturday will also see the arrival of some 125 members of the Southeastern Underwriter's Association who will convene at The Carolina on Saturday, Sunday and Monday.

## MRS. JOHN J. RASKOB LEASES LLOYD ESTATE

Mrs. John J. Raskob of New York has leased the J. B. Lloyd estate on Linden Road, Pinehurst, for the winter season and will take possession early next month. This property, with its residence, stables and tennis courts, is opposite the Charles T. Crocker estate. The lease was negotiated by the L. L. Bidde, II agency.

## Daily Papers Here Combine To Publish 'Sandhills News - Press'

Nelson C. Hyde of Southern Pines, Editor; S. R. Jellison, Pinehurst, Business Manager

The Sandhills will have but one daily newspaper this winter season. Arrangements were completed this week whereby the Sandhills Daily News, published for the past eleven years by The Pilot, Inc., and The Daily Press, published last winter by the Pinehurst Printing Company, will combine interests in the publication of the "Sandhills News-Press."

The main editorial office of the paper will be in Southern Pines, with a branch office in Pinehurst. The main business and advertising office will be in Pinehurst, with a branch in Southern Pines.

Nelson C. Hyde, editor of The Pilot, will be the editor of the News-Press, in entire charge of the editorial and news departments of the paper. S. Robert Jellison, head of the Pinehurst Printing Company and last year's publisher of the Press, will be business manager, in charge of advertising and circulation.

The new publication will serve the complete Sandhills resort area. Publication is expected to start the week of November 8th, and to continue through April, 1938, with an issue each morning except Monday. The paper will be served by The Associated Press, and will have as its national advertising representative DeLisser-Boyd, Inc., 30 Rockefeller Plaza, New York City.

## Beauty Show and Contest Next Friday

Many Enter For "Miss Sandhills" and in Amateur Theatrical Competition

With the date of the Southern Pines Civic Club's Beauty Show and Amateur Contest only a week away, plans are rapidly being rushed toward a conclusion by Mrs. N. L. Hodgkins, Miss Birdelia Bair and Miss Florence Campbell who comprise the Civic Club's committee in charge of the event.

The program, which will consist of a beauty contest, an amateur theatrical contest and a "Little Miss Sandhills" contest for youngsters between the ages of two and 12, will be held at the Southern Pines High School auditorium next Friday night, November 5th, at 8:00 o'clock. Admission will be 35 cents for adults and 15 cents for children.

Already the committee has had 12 entries for the amateur theatrical contest and merchants and business men are sending in their sponsorships of beauty contest and "Little Miss Sandhills" entrants to the committee daily.

As has already been announced, the winners of the beauty contest and the amateur contest automatically qualify for the State contest to be held at a later date and the winners of the various State contests will compete for the national title in both contests, with screen tests and radio auditions as part of the regular procedure.

In addition to the prize offered for the winner of the contest, the Civic Club, in order to promote additional entries, has announced that they will award a series of prizes to the best acts in various groups and that has had its effect on the response in this contest.

## N. C. Entomologist Tells of Fight Against Pests

C. H. Brown Makes Interesting Talk at Meeting of Sandhills Kiwanis Club

The fight which North Carolina is waging to keep such pests as the Japanese beetle, the European corn borer and the newly discovered white fringed beetle from ravaging the crops of the state's farmers and fruit growers was outlined to the Sandhills Kiwanis Club on Wednesday by C. H. Brown, State Entomologist. The meeting was held in the Community House in Aberdeen and the speaker presented by Willard Dunlop.

## Festival Opens

King's Ambassador Quartet to Start Entertainment Series Here Saturday

With a big sale of season tickets reported, the first of the series of four weekly entertainments sponsored by the Southern Pines Chamber of Commerce will be presented tomorrow, Saturday, afternoon in the High School Auditorium, starting at 2:30 o'clock. The Collins Festival Service, of Rochester, N. Y., will present King's Ambassador Quartet "on a mission of good cheer to every music-loving audience."

These four male voices, said to fit each other like the fingers of your hand, perfected in harmony, skillfully weave a musical spell that's enchanting in its smoothness and satisfying in its art. Unusually beautiful effects on a peal of 100 English bells always appeal to their audience and make a splendid contrast to their harmony singing. The quartet comes here with the highest of recommendations from cities in which it has sung and played. They will appear both matinee and night, the night performance starting at 8:15 o'clock. Tickets are purchasable at the door for those who have not acquired season tickets for the four feature events on the program.

## Attorney General, U. S. Treasurer, Tunney Here

Cummings and Party Open Season in Pinehurst, With Banquet at The Manor

As is his custom, United States Attorney General Homer S. Cummings opened the season at Pinehurst last week-end when he and a party of about 30 friends gathered at The Manor on Thursday and Friday for their annual banquet on Saturday night and a week-end of golf. Most of the party left the early part of the week, but the Attorney General and a few others stayed over for more golf until yesterday when the last of the party departed.

The high spot of the holiday was the banquet Saturday night at The Manor which was attended by U. S. Treasurer W. A. Julian, who made a hurried trip from Washington for the occasion. As usual ex-heavyweight champion Gene Tunney was on hand for the festivities but he, too, was pressed for time and had to leave on Sunday morning.

Golf was the principal recreation of the party and Mr. Cummings had his best round on Pinehurst's No. 3 course Wednesday afternoon when he was out in 42 and back in 39 for an 81 total.

Included in the party were Stephen Early, secretary to President Roosevelt; Congressman Thomas S. McMillan, from Charleston, S. C.; James W. Morris of the Department of Justice, and others.

## Miss Jane Ewin, Beloved Resident of Pinehurst, Dies of Pneumonia

Death claimed one of the most beloved residents of Pinehurst this week when Miss Hannah Jane Ewin succumbed to pneumonia at the Moore County Hospital at midnight Wednesday after a two-day illness. She was 75 years old.

Born and raised in New England, Miss Ewin made her home in Newburyport, Mass., during her youth and maintained her connections there in later years while she was in training as a nurse, and still later while she was Superintendent of Nurses at the Woman's Hospital in Brookline, Mass. She held that position for many years and much of the growth of the Woman's Hospital to its present position of prominence is directly attributable to her untiring efforts.

Miss Ewin retired from hospital service some five or six years ago and since that time has been spending her winters at The Berkshire in Pinehurst and her summers in Harwichport on Cape Cod. Previous to that time she had visited friends in

## M. G. NICHOLS DIES, LONG PROMINENT IN CIVIC AFFAIRS

Former Head of European General Re-Insurance Co. of London Passes at 65

### A LEADER IN SANDHILLS

Mortimer George Nichols, long a leader in civic affairs in Southern Pines and Moore county, died at his home on Valley Road at 11:45 o'clock on Wednesday night. He had been in failing health for the past four years.

After frequent visits to the Sandhills Mr. Nichols came to Southern Pines to live in 1926, at which time he purchased the Dr. Cady residence in the Weymouth Heights section. He became a citizen of the state in 1936. His love of the community quickly led him into an active interest and participation in all things looking toward its growth and betterment, and his brilliant mind as well as willingness to serve carried him to high places of counsel and accomplishment.

Mr. Nichols came here with a background of more than the ordinary experience and success in the business world. Born in North Montpelier, Vermont on October 5th, 1872, the son of Dr. George Bradford Nichols and Emma Davis Nichols, he entered the employ of the Equitable Life Insurance Company of New York early in life. His abilities led to an executive position with the Pennsylvania Casualty Company, and from there to the European General Re-Insurance Company, Ltd. of London and Zurich. With this company he rose to the general management, the equivalent in England to the presidency of the company, and remained in this position until he retired in 1929. During most of this period he maintained his office and residence in London. He was still a member of the board of directors at the time of his death.

### Developed Country Club

Soon after coming here Mr. Nichols became deeply interested in the Southern Pines Country Club and was largely responsible for the improvements to its golf courses and the real estate development which has made of that locality one of the attractive sections of the village. He served as president of the corporation which owns the club until last year when he insisted upon retiring, though continuing on the board of directors and its executive committee.

He was actively interested in the Citizens Bank & Trust Company for several years, serving both as director and vice-president until his retirement a few years ago. He was for several terms a vice-president of the Moore County Hospital and active in the counsels of its board of directors, of which he was still a member. He took a keen interest in the affairs of the Southern Pines Chamber of Commerce and served on its board for several years, and until the con-

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## Government, State Officials, Army, To Join Dedication Day at Knollwood Airport

### Civic Leader Passes



MORTIMER G. NICHOLS

## RADIO CAPTURES PAIR WHO ROBBED TOBACCO FARMER

New Equipment in Sheriff's Office Nets Results After Colored Man Loses \$145.00

By means of a radio installed last week in the Sheriff's office in Carthage, two flimflam artists who fleeced Adolphus Henderson, colored man residing between Vass and Union Church, of \$145 after he had sold his tobacco in Carthage a few days ago, were located in Raleigh, and Henderson is again in possession of his hard-earned money which he says is badly needed for the payment of taxes and outstanding accounts.

Raleigh police, in an effort to round up pickpockets and purse snatchers who had been operating there, arrested a number of suspects and broadcast a description of the men. The descriptions of two who gave their names as John Black of Concord and Ed Bennett of Goldsboro seemed to a listener in the Sheriff's office in Carthage to fit the description given by Henderson of the pair who worked the ancient pocketbook trick on him, so Henderson was sent to Raleigh to see if he could identify the men. He readily identified them, and they admitted having tricked and robbed the Moore county man.

Black and Bennett were brought to Carthage to face trial and in Recorder's Court Monday entered a plea of guilty of obtaining money under false pretense. They were given a nine months road sentence, which was suspended upon payment of a fine of \$50 and the costs and on the return to Henderson of \$145.

After selling his tobacco, Henderson was engaged in conversation by one of the men. Later the other appeared on the scene and pretended to "find" a pocketbook. He insisted upon sharing the contents with his accomplice and Henderson to keep them from telling on him. Henderson did not care to have any part in the deal, but was finally persuaded to agree to accept \$200, which was to be his share of the find.

But before the division could be made, he was told, it would be necessary for him to turn over his \$145 of tobacco money in order that a big real estate man up town who was to divide the money might see that he was a man of means, and entitled to share in the find.

Henderson realized before the "artists" got out of sight that he had done the wrong thing to risk his money with them, and tried to catch up with them, but failed. He notified officers, but no further word was heard of them until the broadcast.

### GRANTED DIVORCE

Mrs. Suzanne Burke Neville of Knollwood was granted a divorce in Philadelphia, Pa., on Monday of this week from James Neville, writer and a former resident here.

Big Celebration Planned for Nov. 12, With Governor, Senators, Lambeth and Others Here

### FT. BRAGG PLANES & BAND

At a meeting held last Saturday afternoon at the office of the City Clerk in Southern Pines and attended by members of the American Legion, the Southern Pines Chamber of Commerce, the Kiwanis Club and the Knollwood Airport committee, plans were discussed and a tentative program arranged for a formal dedication of the recently completed \$75,000 Knollwood Airport on Friday, November 12.

D. D. Shields Cameron of Southern Pines and Robert E. Denny of Pinehurst, representing Sandhills Post No. 143 of the American Legion, had previously been in touch with General Manus McCloskey, Commanding General of Fort Bragg, and reported to the meeting that General McCloskey had agreed to send a recruiting detail of five army planes, a battery of Field Artillery and the Fort Bragg band to Knollwood for the occasion and that invitations had been extended to Governor Clyde R. Hoey, Senators Robert R. Reynolds and Josiah W. Bailey, Congressman Walter Lambeth and various other state dignitaries to be present at the dedication. Mr. Denny displayed a telegram of acceptance from Senator Reynolds.

### Meet Given Sanction

At the suggestion of Airport Manager Harold Bachman contact was made by telephone with Inspector James Nall of the Bureau of Aeronautics, Department of Commerce, for sanction for an air meet in connection with the dedication and, after he had agreed to lend his assistance, with Dr. F. M. Boldridge of Charlotte, president of the Carolina Aero Club, requesting the participation of the club in the ceremonies. Dr. Boldridge could not accept the invitation without first presenting the matter to the club directors but he was of the opinion, that inasmuch as they had scheduled no conflicting meet, the invitation would be accepted.

One of the members of the Carolina Aero Club is Johnny Crowell, internationally famous stunt pilot; the only one who has ever done an outside loop with his motor off and who features a stunt of taking off and landing with his hands locked outside of the cockpit in such a manner that it is impossible for him to reach the "stick."

Inasmuch as he is a commercial stunt pilot, Johnny's participation in the program has to be arranged independently of that of the remainder of the Aero Club and he was in Southern Pines Wednesday conferring with the committee on the matter. No definite arrangements have been completed in the matter.

Tentatively the program is scheduled to start at 11:00 o'clock in the

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## Von Canon Resigns at Bank of Pinehurst

With Institution Since Organization He Has Built It Up To Present Successful Position

With great regret the directors of the Bank of Pinehurst this week announced the resignation from the active management of that institution of Forest W. Von Canon. In a statement given The Pilot the Board said: "Mr. Von Canon has served the bank long and faithfully, having been with the institution since its organization in 1914. Under his able leadership and management the bank has been built up to become the leading financial institution of the county serving not only the village of Pinehurst but also the towns of Aberdeen and Carthage and the territory surrounding them. Mr. Von Canon will leave the bank about the first of the year to take up other work. His successor as active head has not yet been selected but the directors hope to be able to make an announcement within the next few days."