



A Paper Devoted to the Upbuilding

of the Sandhill Territory of North Carolina

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FIVE CENTS

EXPERT ENGAGED IN 'PHONE RATE REDUCTION FIGHT

Pinehurst Chamber of Commerce To Employ Former Owner of Raleigh Telephone Co.

NO LOCAL TOLLS, ASKED

The Chamber of Commerce of Pinehurst voted on Monday to employ the services of W. A. Wynne of Raleigh in the interest of improving telephone service and reducing telephone rates in Pinehurst to a point commensurate with the service and rates enjoyed by other near-by towns and cities in this area.

Several months ago the Board of Commissioners of Southern Pines fired the opening gun in a similar campaign and is making preparations for a review of the Southern Pines telephone rates by the North Carolina Utilities Commission. At the Pinehurst Chamber of Commerce meeting Monday, Southern Pines City Clerk Howard Burns and Robert L. Hart, president of the Southern Pines Chamber of Commerce, told of their progress to date, in order that the two projects may be coordinated.

In the early days of telephone service Mr. Wynne owned the telephone company in Raleigh and is entirely familiar with the problems of effecting rate reductions and service improvements, and has been successful in securing such concessions for various other communities in the past.

A further aim of the Pinehurst Chamber of Commerce program in this connection is the abolition of the toll rate between Southern Pines and Pinehurst and the consolidation of both towns as our unit since the telephone company serves both towns from one exchange.

Jackson Springs to Lose Its Railroad Service

Permission Sought by Norfolk Southern To Abandon 4-Mile Track to Once Famous Spa

Abolition of the four-mile stretch of railroad track of the Norfolk Southern Railroad between West End and Jackson Springs is probable in the near future, according to reports.

Permission to discontinue the service between the two points has been made by the railroad to the North Carolina Utilities Commission and the Interstate Commerce Commission. Notices also have been posted at the two places. In the application to the commission the railroad stated that it had operated at a heavy loss for many years and felt that the amount of business done did not justify operations.

However, the Norfolk Southern has agreed to maintain a spur track out to the larger peach orchards for use in shipping during the peach season.

It is unlikely that the railroad will find any difficulty in abandoning the service between the two points. Work of tearing up the track will be started as soon as permission has been granted.

With the discontinuance of railway service to Jackson Springs practically all connections to the once famous resort will be severed. The depot will necessarily be closed. A hundred years ago Jackson Springs was noted as a spa and was drawing center from a wide area. Later when the railroad was built and four passenger trains ran in the town each day its fame as a summer resort grew larger still. From all over the state and neighboring states people flocked to live near the healthful waters in the summer months.

But with the coming of better roads the resort began to decline and visitors were practically nil after the big summer hotel burned following the World War. A few go there today to fish but that is about all.

Older residents will perhaps suffer a pang at seeing the abandonment of the railway, the prime connecting link to the spa, but the railroad company after operating at a loss for many years feels justified in discontinuing service.

N. C. ADVERTISING PROGRAM PROVES SUCCESS TO DATE

Thousands of Inquiries Received, Big Demand for Booklets, Though Only \$50,000 Spent

RESULTS FELT HERE

With the program of advertising North Carolina to the world now seven months old, reports from various sections of the state appear to justify the \$250,000 appropriation for the project granted by the last General Assembly. R. Bruce Etheridge, director of the State Department of Conservation and Development, is sufficiently encouraged with the results he believes the next legislature will be inclined toward another appropriation to "keep the ball rolling." He says the world is becoming "North Carolina conscious."

While \$125,000 was allocated for each year of the two-year program provided for by the General Assembly, only \$50,000 has been expended in the first seven months. And here are some of the results:

Upwards of 6,000 inquiries from every corner of the world have been received asking information about the state. Thirty thousand "North Carolina-Today" booklets, and 50,000 "North Carolina-Variety Vacationland" have been distributed. So great has been the demands for the latter that 25,000 additional copies are being printed.

Then there was that 12-day, 2,000 mile travel tour to acquaint more than 80 nationwide travel executives and newspaper and magazine writers with the state, an outstanding success. Coleman Roberts, member of the State's advertising committee and chairman of the tour, predicts this tour will bring into North Carolina next year more than \$5,000,000 the state would not otherwise have secured.

North Carolina will be among states having a special float in the Sun Parade on New Year's Day in El Paso, Texas, preceding the Sun Bowl football classic. This float will incorporate the advantages of the Tar Heel state, from its mountains to its seashore, from its golfing to its fishing.

Both Pinehurst and Southern Pines report many inquiries resulting directly or indirectly from the State's advertising project.

Fred L. Willcox Dies at Home in Florence, S. C.

Brother of Clerk of Superior Court John Willcox of Carthage Was Leader of State Bar

Fred L. Willcox, 67, former president of the South Carolina Bar association, died at his home in Florence, S. C., after a two months illness. Mr. Willcox is survived by his widow, the former Miss Clara Chase of Florence, and two sons, Ed Lloyd Willcox of Charleston and Hugh Willcox of Florence. Clerk of Superior Court John Willcox and George Willcox of Carthage and Martin Willcox of Carbondon, three brothers, also survive.

Willcox was a native of Chatham county, this state. At the time of his death he was the dean of the Florence bar, and was a member of the membership committee of the American Bar Association. He became ill at the annual meeting of the American Bar Association in October, and never recovered. He was an active leader in church and civic affairs.

PRE-CHRISTMAS SALE BY WOMEN'S SOCIETY WEDNESDAY

The public is invited to attend the annual pre-Christmas sale of the Women's Society of the Church of Wide Fellowship in its Assembly Room on Wednesday, December 8th, opening at 10:00 a. m. An opportunity to purchase attractive Christmas gifts, home-cooked food, candy, and novelties. A special feature will be a table fully equipped with useful and attractive kitchen articles. A turkey dinner will be served from 12:30 to 2:00 o'clock.

Highland Pines Inn Opens For Its 25th Season



This Popular Winter Hotel on Weymouth Heights, Southern Pines, Opened the Season on Wednesday, under the management of Millard H. Turner

Christmas Seal Sale Canvass Under Way Throughout County

Committee Spent \$2,840, Last Year Fight Against Tuberculosis and Its Spread

The annual Christmas Seal Sale canvass is now on throughout the county, and reports drifting in to headquarters indicate that the tubercular poor of this section will be provided for another year. Few pocketbooks remain closed to the solicitor who recites the good deeds of Mrs. T. A. Cheatham and her County Committee in their endeavors to rid the community of the disease.

This committee spent \$2,840.19 during the past year in the care of patients and in efforts to prevent the spread of tuberculosis in Moore county. Of this amount \$1,596.04 was paid to the State Sanatorium for care; \$541.48 went for supplies and medicines; \$345.53 for milk, and \$57.14 for transportation.

Last year's county Seal Sale brought in \$1,542.46, of which \$385.61 went to the State Association for its work among school children of the state, and \$22.85 to public schools of the county, leaving a balance of \$1,134.00. These receipts were enhanced by an appropriation from the Board of County Commissioners of \$1,400, from private donations of \$510.00, and from families of patients of \$79.66. The committee had in the bank on November 25th the sum of \$394.19.

It is hoped that this year's Seal Sale will break all previous records, for there is still much to be done throughout the county in the war against the disease. There are still many patients to be cared for, either in the sanatorium or in their homes, and there are many families of patients to be watched against contagion.

This Sunday afternoon at the Pinehurst Country Club the noted trick golfer, Joe Ezar, is giving an exhibition for the benefit of the Seal Sale. Everyone is invited to witness this performance and purchase seals which young ladies will have on sale at the time.

FLOWER SHOW TUESDAY AT PINEHURST CHURCH

A cordial invitation is extended to the public to attend the Flower Show which is being sponsored by the Women's Auxiliary of the Pinehurst Community Church, to be held in the basement of the church Tuesday, December 7, afternoon and evening. Tea will be served and cakes and candy will be for sale. It is hoped that enough interest will be shown in this undertaking to warrant a similar show in the spring and encourage flower growing and beautification of yards in the community.

With this issue The Pilot begins its 18th year of publication as a weekly newspaper serving the Sandhill section of North Carolina. Its first issue was on Thanksgiving Day in 1920.

Observe Signals

Follow These Instructions and Help Curb Speed Through Southern Pines

Observe the new traffic lights. You may turn right on any light, left only on the green. Make no U-turns at corners where there are lights. Help the authorities in their efforts to curb speed through Southern Pines, especially in the vicinity of the school.

Large Crowd Here Sees Exhibition Golf Match

Roy Grinnell and Harold Calloway Defeat Ryerson and Ezar at Country Club

A large crowd turned out last Sunday afternoon at the Southern Pines Country Club to see Roy Grinnell, the local professional, and Harold Calloway, of the Pinehurst professional staff, defeat Jack Ryerson, Cooperstown, New York, amateur star, and Joe Ezar, nationally known trick shot artist, 2 up, in one of the most exciting exhibition golf matches ever staged at the Southern Pines Country Club. Bobby Dunkelberger, North and South Amateur Champion, was scheduled to play in the match but found it impossible to be here and asked Jack Ryerson to play in his stead.

Calloway had the low medal for the foursome touring the championship course in 36-37-73, two over par. He carded birdies on the eighth, 14th and 15th holes. Ryerson, although unaccustomed to the sand greens that gave him trouble all afternoon, played a beautiful game and turned in a card of 40-36-76. Grinnell experienced trouble on the out nine when he hooked several of his tee shots into the rough, but he thrilled the gallery on the fifth when, with his ball against a tree in such a manner that he couldn't swing at it right-handed, he took out a nibble, turned the toe down and played a left-handed shot out of the woods to the v. y. edge of the green. A slow putt cost him a par on the hole.

The exhibition match was the first of a series of similar events that will be staged at the Southern Pines Country Club throughout the winter for the entertainment of the members and their guests.

SENATOR REYNOLDS TO LEAVE HOSPITAL MONDAY

Senator Robert R. Reynolds, who has been a patient in Johns Hopkins Hospital in Baltimore for some time, is expected to leave for Washington next Monday to resume his duties. The Senator has been undergoing treatment for an infected ear.

KIWANIS CLUB'S COMMITTEES FOR 1938 APPOINTED

President Ralph Chandler Announces Assignments to Duty For Coming Year

President Ralph L. Chandler of the Sandhills Kiwanis Club this week announced his appointments of the various standing committees of the club for 1938. Much of the civic work of the local Kiwanis Club is done by the committees, and regular reports of their activities are made to the club.

The new committees, with the chairman named first in each case, are as follows:

Agriculture—L. E. Pender, H. F. Seawell, Sr., W. D. Matthews, C. N. Page, O. H. Stutts, J. Fred Stimson and J. M. Taylor.

Attendance and Reception—Leo C. Fuller, Dr. R. P. Shepard, H. W. Dorn, A. Montesanti, R. L. Hart and E. W. Reinecke.

Finance—John M. Howarth, Richard F. Tarlton and Nelson C. Hyde.

Inter-Club Relations—W. L. Dunlop, J. Vance Rowe, S. Don Sherrerd, H. G. McElroy, J. M. Taylor and W. G. McAvoy.

Kiwanis Education—Dr. T. A. Cheatham, Paul Dana, W. Leland McKeithen, J. Fred Stimson.

Membership and Classification—R. L. Hart, Paul Dana, Leo C. Fuller, Dr. E. M. Medlin, Charles J. McDonald.

Music—Frederick Stanley Jones, Charles W. Picquet, Dr. E. M. Medlin, W. A. Leland McKeithen.

New Leisure—Dr. C. Rexford Raymond, H. F. Seawell, Sr., L. V. O'Callaghan, J. T. Overton, S. Don Sherrerd and J. C. Musser.

Public Affairs—J. Talbot Johnson, P. T. Kelsey, Charles J. McDonald, Dr. W. E. Overcash, E. C. Stevens, E. T. McKeithen, Dr. C. R. Raymond and F. Shelby Cullom.

Publicity—Howard Burns and Nelson C. Hyde.

Roads—E. T. McKeithen, H. F. Burns, L. E. Pender, E. W. Reinecke, C. N. Page and O. H. Stutts.

Sandhillers—C. W. Picquet, Dr. J. I. Neal, George P. Hawes, J. Talbot Johnson, O. Leon Seymour, W. D. Matthews and C. J. McDonald.

Underprivileged Child—Louis Scheipers, J. Vance Rowe, Dr. W. E. Overcash, O. Leon Seymour, S. Don Sherrerd and F. Shelby Cullom.

Vocational Guidance—John M. Howard, P. T. Kelsey, Dr. T. A. Cheatham, Walter T. Ives, J. Vance Rowe.

Program, 1st Quarter—C. W. Picquet, P. T. Kelsey, Dr. C. R. Raymond, J. M. Taylor and W. E. Overcash.

Did you know that Christmas Seal funds make possible tuberculosis testing and X-raying of school children throughout the country?

AIR SERVICE TO PRINCIPAL CITIES FROM KNOLLWOOD

Plane to Connect With Eastern Air Line at Raleigh for Points North and West

SCHEDULE ANNOUNCED

Air service to and from the Eastern Air Line's main line at Raleigh will be provided for the Knollwood Airport, serving Pinehurst, Southern Pines and the Sandhills, this winter whenever there are passengers. The fare between Raleigh and Knollwood will be \$15.00 one way and \$25.00 round trip per passenger, and trips will be made whenever the Raleigh Airport authorities are notified that service is required.

Elmer Meyer, of the Raleigh Airport, has forwarded the schedule of service between Raleigh and various other cities to officials of Pinehurst and Southern Pines. Eastern Air now operates a plane originating at Raleigh, going to Newark Airport, from which connections for other cities can be made. This schedule shows the following:

Leave Knollwood (via Airline Charter Service)	3:15 P.M.
Arrive Raleigh (E. Air)	4:05 P.M.
Arrive Buffalo	10:20 P.M.
Arrive Cleveland	1:20 A.M.
Arrive Detroit	2:35 A.M.
Arrive Pittsburgh	12:10 A.M.
Arrive Chicago	1:07 A.M.
Arrive Boston	9:56 P.M.

Leave Buffalo	4:16 A.M.
Leave Cleveland	8:00 A.M.
Leave Detroit	7:10 A.M.
Leave Pittsburgh	7:10 A.M.
Leave Chicago	8:00 A.M.
Leave Boston	9:56 P.M.
Arrive Raleigh	3:15 P.M.
Arrive Knollwood	4:05 P.M.

1937 Tobacco Crop The Largest in State History

North Carolina Farmers Will Harvest 577,190,000 Pounds. Average Is \$25.43

North Carolina farmers will harvest 577,190,000 pounds of tobacco, the third largest crop in the history of the state, this year, W. H. Rhodes, chief of the State Department of Agriculture's statistical division, said.

Basing his information on State Federal crop reports, the statistician said "tobacco has shown quite contrasting conditions to cotton in spite of the heavy production this year," and "whereas the price of cotton was very low, due to overproduction, tobacco is bringing very satisfactory prices, largely due to the continued increase in consumption."

Department estimates for November indicate that the 1937 tobacco crop would be 26 per cent larger than the 457,375,000 pounds harvested last year and 23 per cent greater than the 1928-32 five-year average production.

"Indications are that this year's tobacco production will be exceeded only by the production in 1930 and 1935," Rhodes said.

Tobacco production by belts as of November 1 were reported as follows: Old Bright Belt, 206,190,000 pounds compared with 177,750,000 pounds in 1936; New Bright Belt, 295,200,000 pounds compared with 222,680,000 in 1936; Border or South Carolina Belt, 68,400,000 pounds compared with 51,545,000 in 1936, and a Burley crop of 7,400,000 pounds compared with 5,400,000 pounds last year.

The price average for the state on November 1st was \$25.43 a hundred.

DR. BOLDRIDGE RECOVERS FROM AIRPLANE INJURIES

Dr. F. M. Boldridge, who "cracked up" in his airplane during the races held here in connection with the dedication of the recently completed Knollwood Airport, is reported from Charlotte as completely recovered from his injuries "and flying again."