

THE PILOT

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THIS WAR DIDN'T LAST LONG

It doesn't take long for an explosion to follow here in the Sandhills when someone sticks a pin into the biggest bubble. Our resort business means so much to so many that anyone who threatens it in any way is inviting war. War came, and came quickly, last Saturday morning when the report, emanating from Raleigh, spread around that Moore's representative in the State Legislature was openly opposing the State's advertising program, vitally important to us here.

Hurried meetings of every conceivable civic organization in the section were called. Could Mr. Clegg have seen the hurrying and scurrying and heard the vociferous reaction to his stated position he'd have caught the first bus for Virginia. Nor did it take long for him to hear by telephone, telegraph and mail that he was treading on tender toes.

Well, what's the sequel? We give you a Raleigh despatch from The Associated Press:

Representative W. R. Clegg of Moore county went home to commune with "the boys" over the weekend and came back convinced his opposition to the \$250,000 State advertising fund was "a mistake."

Clegg had promised to carry to the floor his proposal that the appropriation for State advertising be wiped out.

During the week-end, Clegg told the Appropriations committee Tuesday, he received 16 telegrams, three long distance calls, three letters, one petition with 19 signatures, and a delegation at his home. All urged him to support the advertising fund.

Clegg promised the appropriations committee to do just that.

"I'm here to represent Moore county and not myself," he explained.

"THE ONE BIG UNCERTAINTY"

One of the leading statistical and economic services, in forecasting the future trend of business, recently had this to say: "The public utility industry remains the one big uncertainty. Some plant expansion in this field will be necessary merely to meet the growing utilization of electric power, but any long-term expansion program will not develop until the utility executives and the Administration settle their differences."

It will be remembered that not long ago officials of the government asked the cooperation of the utility industry in expanding plant facilities in the interest of current plans for national defense—as well as to provide employment and profitable sources for productive private investment. The utility industry immediately indicated its willingness to do everything in its power—and its leaders pointed out that it could and would spend billions in the next few years if there was an end to political persecution, and federal subsidies for socializing the electric industry. What has happened? The socialization drive has not been stopped. The TVA is going ahead with its ruthless policy of forcing private utilities to sell out at ruinous, unarbitrated prices set by TVA directors—using as its weapon the threat of building duplicate facilities. At Bonneville Dam, plans have been announced for building a vast system of transmission lines in the Pacific Northwest with federal funds—and all or practically all of these lines will virtually duplicate the lines of the heavily taxed private utilities which have long served the area with abundant electric power at extremely low rates.

THE POCKETBOOK of KNOWLEDGE

MONEY IS CALLED "LUCRE" FROM THE LATIN WORD "LUCRUM" MEANING "GAIN"

REBEL WORKERS 4,000,000

ARMY AND NAVY 339,000

GOVT. EMPLOYEES 3,200,000

A MAPLE LEAF 21 BY 22 INCHES EXHIBITED IN THE 1937 CANADIAN CONTEST FOR "LARGEST AND BEST" LEAF

ONLY HORSES ARE THOROUGHBREDS—OTHER ANIMALS ARE CALLED "PURE BRED."

A GERMAN FACTORY WORKER MUST WORK 5 TIMES AS LONG AS AN AMERICAN TO BUY AN AUTOMOBILE—AND AN ITALIAN TEN TIMES AS LONG.

GRAINS OF SAND

You can now mail a letter in Southern Pines at 9:00 p. m. and have it in the New York postoffice at 7:15 the next morning—provided the envelope bears an Air Mail stamp.

There's a new air mail schedule in effect, Postmaster Buchan informs us.

The names which won the greatest applause in the speech made by Walter Lambeth at the Carolina hotel on Tuesday night were those of the late Walter Hines Page, Governor Hoey, Secretary of State Cordell Hull, and Senator Josiah Bailey.

The Rev. Ernest Barber brought into the office this week one of the first, if not the first, advertising folder put out by the Piney Woods Inn in Southern Pines, which burned to the ground in 1912. Quoting a few passages:

"A new and spacious structure, was first opened for the accommodation of guests in January, 1896."

"It is a pretty sight when the saddle riders assemble at the hotel front porch for the morning ride."

"The golf links at Piney Woods start off immediately at the hotel. They consist of a nine-hole course—some fine natural hazards. The turf is firm and hard and kept in good condition. A tennis court and croquet grounds, and numerous large swings upon the hotel grounds afford pleasure and comfort in their use. A pack of hounds for those wishing to go on a fox hunt and fine bird shooting."

The folder shows pictures of the inn, inside and out, and of a group of "saddle riders" at the front entrance. The manager of the inn at the time was Leon St. John.

Half Million Slash Pine Planted On Land Utilization Project Here

644,000 Long Leaf Pines Also Put In at Federal Development Near Hoffman

The largest single planting of slash pine ever to be undertaken in North Carolina has just come to a successful conclusion on the Sandhills Land Utilization Project. During the past two and one-half months 500,000 slash pines have been planted on farm land formerly cleared for cultivation during the boom days of land exploitation in the Sandhills section.

Soil formations in this section have been recognized in the past as more readily adaptable to the growing of long leaf pine rather than slash pine but experiments and plantings which have been carried on on this project for about four years, and observation of other plantings in the state, some of which are approximately ten years old, have prompted us to try on a large scale the planting of slash pine in comparison with the planting of long leaf and other pines.

In addition to the slash pine that has been planted on the area of sub-marginal land in and around Hoffman, where the United States Department of Agriculture has purchased and secured even on very poor land been planted during the planting season of November, December and

The public ownership "scandal" in Nebraska continues to cost the general taxpayers a fortune—and to threaten the existence of private utilities there.

So it goes, throughout the nation. In addition to all this, the government continues to lend and give money to municipalities for the purpose of building subsidized, tax-free, unnecessary municipal plants. Is it any wonder that the utility industry "remains the one big uncertainty"—and that economists point out that lack of private utility expansion is a tremendous obstacle to recovery?

The Weather

Higher Temperatures During January Than Year Ago; Rainfall Above Normal

The first month of the new year was marked by higher temperatures than those of January, 1938, exceeding the average maximum by more than two degrees. Cloudier and more moist than normal, the month passed with 12 clear days, 14 partly cloudy and five with rain which precipitated 4.85 inches, 1.43 inches more than normal.

On the afternoon of the 5th a thunder storm dropped 2.41 inches of rain. On the night of the 15th one and one-inches of snow fell providing a beautiful spectacle in the bright sunlight of the following day. The highest temperature for the month was 71 degrees on the 10th, and the lowest 21 degrees on the 20th.

Long time average	Max.	Min.	Aver.
1938	54.6	33.2	44
1939	53.2	30.1	41.5
1939	58.2	34.1	46.1

January, 644,000 long leaf pines.

The pioneer in re-forestation by the use of slash pine in North Carolina is Don L. Culbertson, a native of Richmond county. Mr. Culbertson has on his farm in Richmond county a small demonstration plot of the oldest slash pine available in North Carolina. This planting is approximately ten years old.

Land owners interested in re-foresting their lands that are too steep or rough for profitable cultivation or lands that cannot produce a satisfactory harvest of cash crops are welcome to visit some of the re-forested acres on this project and see what amount of tree growth can be secured even on very poor land where protection has been given the plants from the ravages of forest fires.

PILOT ADVERTISING PAYS.

Gen. McGlachlin Enjoys Copy of Ol Bethesda

Nephew of Late Dugald McGlachlin of Pinebluff Commanded Army of Occupation

Mrs. Anna McGlachlin of Pinebluff recently received an interesting letter from her nephew, Major General Edward McGlachlin, now stationed in Washington, D. C., and to whom she had sent as a Christmas gift a copy of "Old Bethesda," by the late Bon H. Butler, long editor of The Pilot.

"The book, 'Old Bethesda,'" he wrote, "is very interesting and adds to the little remembered of the sturdy part played by Scotchmen in the settlement and development of the Carolinas and thence westward. It may be imagined that many of them transported as unsuccessful 'rebels' in Scotland so often were really glad to come that way for lack of means to come in any other way."

"But they come voluntarily also to all colonies and many penetrated the south by ways west of the mountains."

"In my late years I have devoted much study to genealogy. I have not developed anything new in the McGlachlin line, but have traced my mother's back to Providence, Rhode Island, Long Island and Westchester county families of around 1650. My grandmother Fenton's family is well established back to the same century in Massachusetts and Connecticut."

General McGlachlin, who was in charge of the Army of Occupation at Coblenz, is a nephew of the late Dugald McGlachlin of Pinebluff.

NIAGARA

D. C. Fry and his band of "Swing Your Partners" went to Raleigh Monday night to try out on the radio.

Mrs. Wods of Ohio gave a talk on Bible study Tuesday night at the library.

Miss Pearl Moore has returned to her home in Carthage.

E. L. Dean gave a musical social at the library on Friday night.

"It is glorious that here, in the United States, everybody knows what is going on in world affairs, instead of being limited to what somebody else thinks should be made public."—Cardinal Mundelein of Chicago.

Valentines

WE HAVE THEM

If he would send her a nice Valentine it would please.
If she should send him a nice Valentine it would help.

Some nice friendly valentines,
Some really LOVIN' valentines

and

Some almost scandalous valentines,
also

Valentine Cards, Favors, Mottoes, place cards and party goods.

HAYES' SANDHILL BOOK SHOP
Southern Pines, N. C.

MODERNIZE YOUR PLUMBING

Have comfort with

AUTOMATIC HEAT CONTROL

ESTIMATES GLADLY GIVEN

FRIGIDAIRE

OIL BURNERS

IRON FIREMEN

(Automatic Coal Burners)

ESSO-HEAT FUEL OIL

L. V. O'CALLAGHAN

FRIGIDAIRE SALES AND SERVICE

Telephone 5341

Southern Pines

PILOT ADVERTISING PAYS

CHEVROLET

1st in sales

1st in Features

1st in Value

... and again in 1939 people everywhere are saying, "CHEVROLET'S THE CHOICE!"

Latest Official R. L. Polk & Company
1938 Registration Figures for U.S.A.
CHEVROLET... 572,539
NEXT MAKE... 454,950
NEXT MAKE... 287,947

Chevrolet outsells all others because Chevrolet out-values all others! That's the verdict of discerning buyers in all parts of the country, and it will be your verdict, too, when you weigh the many extra-value features Chevrolet is offering. Modern features—important features—exclusive features like Vacuum Gearshift*, Valve-in-Head Engine, New "Observation Car" Visibility, Perfected Knee-Action Riding System†, and Tiptoe-Matic Clutch—features available nowhere else at such

A General Motors Value

extremely low prices! Only Chevrolet gives so much for so little, and that is why—"Chevrolet's the Choice!"

*Available on all models at slight extra cost. †Available on Master De Luxe models only.

SEE YOUR LOCAL CHEVROLET DEALER

MIDSOUTH MOTORS, Inc.

Aberdeen

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North Carolina