

THE PILOT

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AN EXAMPLE OF COOPERATION

During the past week the Sandhills has had satisfying evidence of what can be done and done quickly, when there is cooperative effort.

The Chambers of Commerce of Southern Pines and Pinehurst met last Thursday in their respective towns. At each meeting the dire need of additional hangar space at the Knollwood Airport was emphasized, and committees appointed to see what could be done about it. At the Southern Pines meeting Clifford Sloan, who was the speaker of the day took it upon himself to pledge \$500 from the Knollwood-Pine Needles section.

Result: The committees, working with officials controlling the destiny of the Airport and with other governing bodies in the county, have arranged for the financing of a new \$3,500 hangar which will house six planes. Pinehurst, Knollwood and Southern Pines have all contributed, with others. And it's all been done in a week.

"United we stand, divided we fall."

THE SEASON TO GIVE THANKS

Thanksgiving approaches again this year, and on this occasion the presence of war abroad makes more important than ever our American habit of pausing for a day and counting our blessings. Even the difference of opinion this year concerning the date on which the event will be celebrated points to something American for which we ought to be thankful—the democratic right to disagree about matters involving us solely as individuals.

What, in 1939, are some of the things for which we ought to be thankful? Surely it is worthwhile to pause in whatever we are doing at the moment and list some of the reasons we are glad that we are Americans.

We should be thankful, most of all, for two precious heritages our forefathers gave us, heritages that it is worth everything in the world for us to preserve. These two fundamentals are freedom and opportunity. They are characteristic of America in a manner and degree not matched in any other land.

We should be thankful, in a world at war, that we are at peace with all nations, and that there exists in this country a public will to peace. We should be grateful for our system of representative democracy, which guarantees the fact that this public will to peace will be heeded.

We should be thankful for the high standard of living this country possesses; for the fact that its real wealth, which is measured in terms of automobiles and radios and the material objects that all Americans can use and enjoy is more widely distributed than that of any other nation. We should be even more thankful that the system under which we live is designed to raise those standards even higher in the future.

While other nations are at war, or remain precarious neutrals with armies poised on their borders, we in America look forward to a future growing before our eyes in the laboratories of industry, where new products and new services are being developed that will mean more jobs and payrolls.

But we must not merely be thankful. This opportunity is also an obligation. That obligation lies in our making every effort to use the advantages we have here to the utmost—not to be fainthearted, not to neglect the opportunities that

THE POCKETBOOK of KNOWLEDGE BY TOPPS

RAISING THE FARM INCOME
THE FARMER DEPENDS ON MILK FOR 15 PERCENT OF HIS INCOME. INDUSTRY CAN NOW TURN EXTRA MILK INTO WOOL, SILK, PENS, COMBS, BUTTONS, AND HUNDREDS OF OTHER PRODUCTS.

THE TOTAL VALUATION OF ALL THE AUTOMOBILES PRODUCED IN 1930 WAS LESS THAN \$3,000,000. THE INDUSTRY CAN NOW PRODUCE EQUIVALENT VALUE OF IN 15 MONTHS!

THESE QUEER WOODEN-SOLED SLIPPERS WORN BY PEASANTS IN INDIA, ARE HELD ON THE FOOT BY THE WOODEN KNOT WHICH SLIPS BETWEEN THE BIG TOE AND THE ONE NEXT TO IT.

THE FIRST MENU WAS INVENTED IN 1789 BY A GERMAN HOBIERMAN, HENRY OF BRUNSWICK, WHO HAD HIS COOK LIST ALL THE FOODS IN THE ORDER OF THEIR SERVICE—SOME COULD SAVE HIS APPETITE FOR THE FOODS HE LIKED BEST!

LOSSES IN INDUSTRY HAVE INCREASED TO A POINT WHERE TODAY MORE PEOPLE ARE EMPLOYED IN THE DISTRIBUTION OF GOODS THAN WORKED IN ALL U.S. MANUFACTURING AT THE TURN OF THE CENTURY.

exist here, not to abuse the freedom we are granted.

Thus Thanksgiving this year ought at once to be a day in which we count our blessings, and one on which we remember the responsibilities that are ours.

FROM MUSCLE TO MOTOR POWER

When James Watt permitted steam to pass into the cylinder of his new-fangled steam engine one day in 1769, he started something.

But it remained for young Samuel Slater, another mechanically-minded young man, to apply this force in America's first manufacturing enterprise, in 1790. He used it with a cotton spinning machine that promised to turn out a better product than was being imported from England at the time. Here and there other signs of interest in this new mechanical power appeared. In 1819 precision methods were made possible by the introduction of the first profile lathe.

Production technique advanced steadily. With each new development came new job opportunities, not only in the making of new and better products but also in marketing, retailing, servicing, etc. In the automobile industry, for instance, countless opportunities have been made available in all the many trades, occupations and businesses that are based on highway transportation.

Figures just released in GM FOLKS, monthly publication for all General Motors employees, show that in the 60 years following 1870 the horsepower at the disposal of the average workman in American plants increased four times. During the same period, job opportunities in manufacturing and service industries multiplied more than six times.

Fifty years ago, few men in the buggy industry could afford to ride to work in their own buggies. Today, a large percentage of automobile workers drive their own cars, because better methods and tools improved quality and lowered prices.

The GM FOLKS article also points out:

In the last 25 years the average hourly rate paid to workers in 25 major industries has risen from 25 cents per hour to 72 cents. The automobile industry today is well above this average.

Just as important is the increased amount of leisure time for the workers made possible by the more widespread use of power tools on the hard jobs. Weekly hours in this country have been reduced by about 20 per cent since 1914.

Man's ingenuity in utilizing nature's gift of mechanical power has made possible most of the things we have for better living today.

Customers are always looking for new values . . . for better products at prices they can pay.

Grains of Sand

Those who forecast that the frank anti-dictatorship sentiment of the American people would rapidly lead us into war once it broke out abroad (and many made exactly that forecast during the past few years) seem to have backed a losing horse. Going by the best evidence available, the martial spirit has not increased a whit in this country since the war began.

A late Fortune poll is of exceptional interest. According to this poll, only 1.7 per cent of the people believed we should enter the war on the side of the Allies, in October, where 2.3 per cent thought we should, in September. Slightly over 10 per cent thought we should join the Allies if it looks as if they are getting the worst of it, where 13.5 per cent approved of that course the month before. This overwhelming isolationist spirit obtains even though, according to the same poll, more than 84 per cent of our people want England and France and their friends to win, and only 1.3 per cent want Germany and her friends to win (the balance replied that they favored neither side, or didn't know.)

The American property owner—

and, so long as men are at work trying to find out ways and means for doing more things, their desires will be fulfilled.

We have ample sources of power and, if we choose to use them wisely, the further development of American industry will fare well in the decades to come.

like the American producer and consumer—has a tremendous stake in retail distribution.

According to a recent survey, the main stores of the country alone pay some \$136,600,000 a year in rentals in the 48 states and the District of Columbia—a sum which also includes the rental value of local properties owned by the systems. Statistics are not available for the independent stores—but, inasmuch as they amount to about two-thirds of all retail business, the grand total must be stratospheric.

Fire, the great destroyer, is getting the jump on us again.

During the first nine months of last year total fire loss was about \$216,000,000. This year, loss for the first nine months is estimated at

almost \$234,000,000, a rise of \$18,000,000. That rise alone, disregarding the total, would pay for 9,000 homes costing \$2,000 each; give employment to 18,000 men at a wage of more than \$80 per month, or build 1,800 miles of highway at a cost of \$10,000 per mile.

We Americans have often been called a wasteful and improvident people. It's true we often spend money recklessly—but at the same time, when it comes to erecting financial safeguards against the future, we have no competitors.

This country accounts for but 7 per cent of the world's population. And yet we own 70 per cent of all the world's life insurance.

So the fact is that we don't scatter our wherewithal to the winds at

every opportunity. We spend more for luxuries than the people of any other country because we earn and have more. And we also spend more for the necessities—of which adequate financial protection is one of the most vital.

Culled from some visiting papers: An old-timer is the one who can remember when it was possible to describe a woman's hat.

"The average man can tell you all he knows in two hours," a Columbia professor declares. Not if we see him first.

German subjects are told bluntly to pull in the belt. The French—a subtler people—decree the wasp waist.



THE PINE NEEDLES

KNOLLWOOD SOUTHERN PINES

RE-OPENS TODAY---NOVEMBER 10

ALL THE ATTRIBUTES OF A PRIVATE CLUB
OUR OWN 18-HOLE GOLF AND PUTTING COURSES SURROUND HOTEL
Hunting Preserve for Exclusive Use of Our Guests
LOW EARLY SEASON RATES
COMPLETELY FIREPROOF

EMMETT E. BOONE, Manager
Southern Pines, North Carolina



CORRECT GLASSES

plus

PROPER LIGHT

means

BETTER VISION



If there is the slightest question about eyestrain there are two things for you to do immediately. First, have your eyes examined by an eye specialist then have your home lighting checked by your Electric Dealer or our representative.

The corrective benefit of properly fitted glasses is invaluable BUT for the BEST SEEING RESULTS you MUST also have PROPER LIGHT! Remember, Sight is Priceless—PROPER Light is CHEAP!

CAROLINA POWER & LIGHT COMPANY