

# THE PILOT

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ern Pines, N. C., as second class mail  
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## THE CENSUS MAN IS COMING

Are you ready for the Census  
Man?

He'll be around some time  
next month and ask you more  
questions about yourself than  
you can think up offhand. He's  
going to want your name, age,  
facts about your education,  
about your home, your income,  
your marriage status, your  
work,—about all those things  
which will give Uncle Sam a  
picture of housing conditions,  
unemployment, migration of  
population, extent of education,  
population growth, school at-  
tendance, individual earnings,  
etc.

This is the decennial census,  
but the first one covering more  
than a count of noses. Rapid  
growth has been revealed by  
these ten-year counts. The 1820  
census showed nine million peo-  
ple in these United States; in  
1859 there were 23 million, in  
1880 we jumped to 50 million, in  
1910 to 91 million, and in 1930  
to 122 million.

Your guess on 1940 is as good  
as the next fellow's.

## A BOOST FOR KING COTTON

What is probably the most  
aggressive campaign on behalf  
of beleaguered King Cotton ever  
inaugurated, was recently an-  
nounced by Donald M. Nelson,  
President of the Institute of  
Distribution, Inc.

A short time ago the Cotton  
Consumption Council met in  
New Orleans to consider ways  
and means of stimulating cot-  
ton sales in this country. At  
the meeting were representatives of  
growers, manufacturers, retail  
distributors, and government of-  
ficials. Out of that meeting  
came a 15-point cotton promo-  
tional program that will see  
cotton continuously pushed on a  
nation-wide basis in 1940. High  
spot of the drive will be Nation-  
al Cotton Week, to be observed  
from May 17 through May 25.

Spearhead of the campaign  
will be America's organized re-  
tail distributors, including both  
the chains and the individual  
retailers. Every section of this  
country, from metropolis to  
cross-roads town, will be includ-  
ed in the cotton drive.

Some 12,000,000 Americans  
depend on King Cotton for their  
livelihood—for the money that  
buys food and clothes and homes  
and fuel and amusements and  
everything else. To quote Mr.  
Nelson, "When cotton wagons  
roll and cotton gins hum, times  
in the United States are good."  
The cotton surplus has long been  
a problem in this country. The  
key to improvement is stimulat-  
ed consumption at home.

More power to King Cotton—  
and the cotton sales campaign.  
Its success means much to every  
industry, every locality, every  
worker in this vast country of  
ours.

## THE BUSINESS PICTURE

Some day in the future the  
level of business activity may  
establish itself on a reasonable  
normal, and follow a more or  
less horizontal course. But that  
day has certainly not arrived.  
Business graphs still present a  
crazy-quilt appearance, and the  
trends either for better or worse  
are astonishingly vertica.

The improvement in industrial  
production that set in late last  
summer was one of the sharpest  
in all our history. And the  
downward reaction that has tak-  
en place this winter has follow-  
ed the same pattern. Within a  
very few months the industrial  
production index dropped from

# THE POCKETBOOK of KNOWLEDGE

**RUBBER**  
HAD LITTLE VALUE  
TILL VULCANIZING WAS  
DISCOVERED AND PATENTED.  
TODAY, THANKS TO  
RESEARCH, MORE THAN  
30,000 DIFFERENT  
RUBBER PRODUCTS  
ARE IN USE!

**FARM PRODUCTS**  
FROM MORE THAN  
600,000 ACRES  
ARE USED IN THE  
MANUFACTURE OF EVERY  
MILLION LOW-PRICED  
AUTOMOBILES.

**AN ACRE**  
WAS  
ORIGINALLY  
DEFINED  
AS THE AREA A YOKED OXEN  
COULD PLOW IN A DAY.

**THE NATIONAL DEBT WAS**  
ONLY \$37,000 IN  
1837. IN THE TERM  
OF ANDREW JACKSON  
IT WAS THE LOWEST IN HISTORY.

**SINCE 1929, THE**  
NUMBER OF INDUSTRIAL  
RESEARCH WORKERS IN  
AMERICAN INDUSTRY HAS  
INCREASED FOURFOLD.

## GRAINS OF SAND

There were 332 more deaths and  
194 fewer births in North Carolina  
last month than in February, 1939,  
according to a report issued by the  
State Board of Health's Division of  
Vital Statistics, of which Dr. R. T.  
Stimson is the director. Deaths from  
all causes reported for February,  
1940, totaled 2,877, as compared with  
2,545 the preceding February, while  
births last month totaled 5,639,  
against 5,833 a year ago.

Influenza continued to take heavy  
toll, claiming 188 victims last  
month, as compared with 73 in Feb-  
ruary, 1939, making the total so far  
this year 412, against only 126 the

over 120 to less than 100. That  
was not completely surprising—a  
substantial drop was anticipat-  
ed by all the forecasters. But  
the decline was sharper than  
was expected. It was led by  
steel, which went from near-  
100 per cent of capacity to un-  
der 70.

At the moment of writing, the  
downward trend has just about  
stopped, which leads to the be-  
lief that the bottom may have  
been reached and that the ant-  
icipated Spring upturn will soon  
be in evidence. And if that up-  
turn follows the anticipated pat-  
tern, it will be like that of last  
fall—extraordinarily strong,  
culminating, in the opinion of  
some economists, in a produc-  
tion index as high as 140 by the  
end of the year.

One bright spot in the busi-  
ness picture is, of course, for  
eign trade. January export busi-  
ness was \$358,000,000, almost  
exactly the same amount we  
sold in December. And that fig-  
ure is 70 per cent above the Jan-  
uary, 1939, level. Europe's ap-  
petite for American airplanes,  
metals, raw cotton, chemicals  
and machinery is gargantuan.

Brightest purely domestic  
spot in the picture is retail  
trade. January business was 10  
per cent over the opening month  
of last year. Biggest jump was  
shown in the rural field—up 12  
per cent. Indications are that  
chain and independent stores  
shared about equally in the  
improvement. There is a good  
chance that total retail trade  
will hit \$40,000,000,000 this  
year—last time that figure was  
reached was in 1937. Low of  
\$25,000,000,000 was hit in abys-  
mal 1933 and the figure was  
only \$1,000,000,000 better. Last  
year's total was about \$38,000,-  
000,000. Biggest year in history  
was 1929, when retailers' cash  
registers jingled merrily to the  
tune of \$49,000,000,000. It is  
felt that biggest jump in retail  
selling this year as a whole will  
be in urban areas. Reason: farm  
benefit payments will probably  
be lower this year than last,  
and factory employment and  
payrolls higher.

One sign is found in mount-  
ing automobile production and  
demand. That has a salubrious  
effect on many other industries,  
including the biggest business of  
them all—steel.

Dr. Carl V. Reynolds, State Health  
Officer, has announced the receipt  
of a check for \$200,000 from the  
Reynolds Foundation for the further  
prosecution of the anti-syphilis cam-  
paign in 16 North Carolina counties  
and eight cities. This amount, Dr.  
Reynolds pointed out, is an increase  
of \$40,000 over the \$160,000 allotted  
last year and double the original  
grant, which was \$100,000.

Inquiries are pouring into the of-  
fice of the Governor's Hospitality of  
the Department of Conservation and  
Development at the rate of about  
100 a day asking for information  
about North Carolina, according to  
J. C. Baskerville, executive secre-  
tary of the committee. Most of these  
letters are from persons in other  
states who have seen North Caro-  
lina advertisements or read stories  
about the state and who are inter-  
ested in coming here on vacations  
this spring or summer.

As a result of this unusual in-  
terest in North Carolina, it is be-  
lieved that the 1940 tourist season  
will be even better than last year  
when almost 3,000,000 people visited  
North Carolina and spent approxi-  
mately \$100,000,000, Baskerville pointed  
out.

The Charleston, S. C. Gardens,—  
Magnolia, Middleton Place, and Cy-  
press, will be at their best this seas-  
on during the month of April and  
the first week in May, according to  
reports received here.

Benefit payments of \$13,436,933.89  
had gone to unemployed workers of  
North Carolina from January, 1938,  
through March 20, last week, from  
the State Unemployment Compensa-  
tion Commission. Contributions and  
interest on the State's balance in the  
U. S. Treasury amounted to \$33,149,-  
830.03 through last Wednesday, leav-  
ing a balance in the U. S. Treasury  
amounted to \$33,149,830.03 through  
last Wednesday, leaving a balance in  
the State fund as of that day of  
\$19,712,896.14, Chairman Charles G.  
Powell reports.

A new public bathing beach, com-  
plete with bath house, boardwalk  
6,000 feet long and complete facilities,  
is now being developed within Fort  
Macon State Park, across the sound  
from Morehead City and Beaufort,  
by the State Parks division of the  
Department of Conservation and De-  
velopment. The bath house will be  
large enough to accommodate from  
500 to 750 bathers a day. A charge  
of 15 cents for adults and 10 cents  
for children will be made for the use  
of the bath house.

Of local interest to stamp collec-  
tors is the report that the Webster  
Knight collection of unused United  
States blocks has become a perman-  
ent exhibit at Brown University in  
Providence, R. I., under the terms  
of his will. Col. Knight, grandfath-  
er of Webster Knight, II, owner of  
The Corral in Southern Pines, start-  
ed his collection in 1870. His will di-  
rected that the blocks be mounted,  
houses and displayed at the expense

## LENDS A HELPING HAND AND LOSES FINGERNAIL

J. M. Tyson of Vass, good neigh-  
bor that he is, lent a hand to a  
stranger Tuesday morning and got  
it back minus a fingernail.

Mr. Tyson, as his custom, went  
down town early to get his mail and  
saw a young man who had recently  
moved here trying unsuccessfully to  
start his car.

To accommodate the "neighbor,"  
Mr. Tyson helped push the car off  
and the owner, not knowing that Mr.  
Tyson's hand was where the door  
would come in contact with it, slam-  
med the door shut and tore the nail  
completely off the little finger of his  
benefactor's right hand.

## MRS. HAWKINS, RESIDENT HERE 12 YEARS, PASSES

Mrs. Josephine Reckless Hawkins,  
descendant of a prominent New Jer-  
sey family and a resident of South-  
ern Pines for the past twelve years,  
died in her home on Connecticut ave-  
nue last Saturday morning.

Mrs. Hawkins, the daughter of  
Anthony Reckless and Mary Seaman  
Reckless, was born in Red Bank, N.  
J., September 7, 1852.

During her residence in Southern  
Pines, while living a retired life she  
was an active supporter and attend-  
ant at the Church of Wide Fellow-  
ship. Funeral services were held at  
Red Bank on Monday, with inter-  
ment in the family plot there. Sur-  
viving is a sister, Mrs. J. R. Harriott  
of Southern Pines and a brother,  
Gilbert Reckless of Red Bank.

of the estate, and the bequest was  
accompanied by an endowment of  
\$50,000, the income to be used for  
maintenance, upkeep and care of the  
stamps. Mounted in five cabinets  
each containing 24 sliding frames  
accommodating 258 album pages, the  
collection is recognized as probably  
the world's outstanding one of its  
kind.

## EVELYN EDSON

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# HOUSES AND LOTS

in Weymouth Heights, Country Club, Knollwood and  
all other sections of Southern Pines and outlying terri-  
tory FOR SALE now and FOR RENT for next Season.

Locate here and live longer.

# Eugene C. Stevens

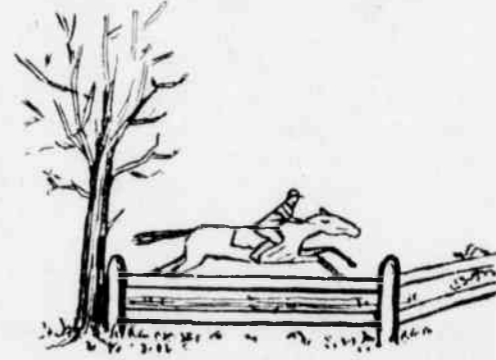
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service. Delightful surroundings.

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cottages for next winter to make their selections. The  
most desirable leasable winter homes are spoken for  
early.

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