

THE PILOT

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THE BEST SORT OF ADVERTISING

We heard a great deal last year about the campaign to advertise North Carolina. There was to be the usual distribution of posters, signs, and leaflets, but the main emphasis was to be placed on making the State itself so attractive that visitors would flock here as bees to the honeycomb. In other words, the State was to be its own best advertisement.

A sound principle. Where a cause is a good one it will stand on its merits. The truth will out, the good truth as well as the bad. Make the product good enough and people will find out about it.

Make the state so attractive that people will naturally come here. There are all sorts of ways this can be done. We can preserve our natural beauties, restore historic buildings, save the woods and country roadsides from the setters of forest fires, the garbage dumpers and the W. P. A.; we can remove roadside signs, plant the highways and do a hundred other things to make the most of our natural advantages. In a different class and quite as important are the things we can do along social lines to make life in our county better—healthier, more productive, perhaps happier, and more attractive.

The story of the work for maternal welfare in the county is a vivid illustration of this point. Here is something that has been done quietly and with little publicity. Its sole object, put briefly, was to try to lower the abnormally high death-rate among mothers, one of the highest in the world. Those who started it were motivated by sympathy for these overworked neglected women and a fierce indignation that such a situation should exist. They formed an organization and they went to work.

What is the result? After five years the maternal death-rate in Moore county had dropped in 1939 to exactly zero. That is the big result, but because of it there is another result, and an interesting one. This unusual record has attracted the attention not only of the State Health authorities but also of the National Board of Health at Washington, and of doctors and laymen far and wide. Experts have come here to study our organization and methods and the name of Moore county appears in reports of the widest circulation. The Moore county plan is to be used as a model in other communities of the same type in the south.

In other words, the result has been advertising, and The Pilot submits that this is probably the best sort of advertising our county could have.

IT CAN HAPPEN HERE

Nation after nation in Europe has fallen victim to the same technique. Norway is the last to suffer. Even as these words appear in print, Holland or Rumania or some other small country may see its fears justified, and follow in the footsteps of Poland and the others.

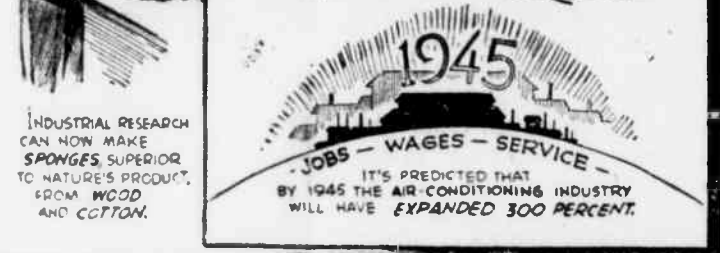
Adolph Hitler described the technique years ago in his book, "My Battle." He would conquer nations, he boasted, by establishing and encouraging enemies within their own borders, enemies who would betray their countries at the critical moment for their own real or imagined gain.

Americans can learn an object lesson from the bitter experiences of the little lands of Eu-

THE POCKETBOOK OF KNOWLEDGE



U.S. GOVERNMENT DEBT—FEDERAL, STATE AND LOCAL—IS ALMOST TWICE THE TOTAL RESOURCES OF OUR NATIONAL BANKS



GRAINS OF SAND

Two things not to forget:
That you can't vote in the primary May 25th if you are not registered by tomorrow, Saturday night.
That Saturday, May 18 is county-wide TAG DAY for the Maternal Welfare work in the county, a work which has reduced maternal deaths from a disgraceful high peak in the country to a perfect zero since its inception. Buy a tag on Tag Day.

Tax delinquents in Southern Pines will find their names in other columns of this issue of The Pilot. The only person who can get names off this list is Mrs. J. H. Tighman, tax collector, and how much it'll cost you to get yours off is printed right after your name.

St. Anthony's Church looks very attractive in its new coat of white paint.

Moore county taxpayers footed a

bill of \$5,583.66 for operation of the county home for the fiscal year ended June 30, 1939 with an average population of 25 inmates a day costing \$19.61 each to care for every month.

Seaboard Railway's passenger revenue for March was greater than that for any month since February, 1929, it is reported by L. R. Powell, Jr., chief executive officer.

Total operating revenues were \$4,739,552, an increase of \$5479,653 or 11.26 percent over March 1939. Freight revenue amounted to \$3,246,140, an increase of \$218,055 or 7.20 percent over March 1939. Passenger revenue was \$1,040,028, an increase of \$241,942 or 30.22 percent over March 1939. Net railway operating income was \$725,270, an increase of \$229,612 over March 1939. Total operating revenues were greater than those for March of any year since 1930.

hazard that made fire more en a chance or overlooked a hazard that made fire more probable.

And so it is up to you whether fire continues its inexorable ravages. Don't try to console yourself with the thought that fires are inevitable—less than two in ten fall into that category. And don't argue that fire prevention is the other fellow's business. It's your own personal business, and everybody else's business too.

The fact that fire destroys around \$400,000,000 worth of property and 10,000 lives each year in this country is a severe indictment of the American people. The only possible plea is "Guilty as charged!" Will we permit fire's ravages to continue?

RUTH DORIS SWETT IS WINNER OF CUP AWARD

The Lina Allen Meekins Cup is given each year by the Federation of Women's Clubs of North Carolina. This year it was awarded to Ruth Doris Swett for her print entitled "The Banner Elk Hemlock" which was shown at the annual exhibition in Greensboro last week.

This past winter Miss Swett was a member of the faculty of Rollins College, Winter Park, Fla., as instructor of Etching, where she gave during the winter term a course in the different forms in etching. Here in Southern Pines as elsewhere she is known as an etcher of trees, with the long leafed pines as her especial interest.

PHILHARMONIC TRIO AT FLORA MACDONALD MONDAY

The Philharmonic Trio, consisting of Michel Piastro, concert-master, and Joseph Schuster, solo cellist, in the New York Philharmonic Symphony Orchestra, with Nadia Resienberg, pianist, will be presented at Flora Macdonald College on Monday evening May 13, as the eighth number of the season's concert series.

1940 Committees For Hospital Appointed

Wilbur H. Currie Named Chairman of Executive Committee by President Maurice

President George H. Maurice of the Moore County Hospital this week announced his committee appointments for 1940, as follows:

Executive Committee—W. H. Currie, chairman; Mrs. James H. Andrews, James Boyd, Paul Dana, George P. Hawes, Jr., Mrs. A. J. McKelway, S. D. Sherrerd and Richard S. Tufts.

Public Relations Committee—S. D. Sherrerd, chairman; Struthers Burt, Nelson C. Hyde, G. C. Seymour, E. C. Stevens.

House Committee — Richard S. Tufts, chairman; John Fiddner, A. S. Newcomb, E. C. Stevens and John F. Taylor.

Finance Committee—Paul Dana, chairman; Jackson H. Boyd, H. Frederick Lesh, W. P. Saunders and Richard S. Tufts.

Professional Care Committee—James Boyd, chairman; W. H. Currie, G. C. Seymour, S. D. Sherrerd and K. B. Trousdell.

Building and Maintenance Committee—George P. Hawes, Jr., chairman; M. C. McDonald, L. E. Pender, F. D. Shamburger and K. B. Trousdell.

Inspection Committee—Mrs. James H. Andrews, chairman, Mrs. W. D. Caviness, Mrs. Charles E. Crowell, Mrs. Paul Dana, Mrs. Ethel Journey, Mrs. P. T. Kelsey, Miss Gertrude Little, Mrs. M. G. Nichols, Mrs. C. M. Rudel and Mrs. H. F. Seawell, Sr.

REBECCA NEAL ELECTED TO COLLEGE LEGISLATURE

Miss Gladys Sessoms of Fayetteville, will serve as president of the Sophomore class at Woman's College of the University of North Carolina at Greensboro as the outcome of elections held on the campus recently. Miss Julia Peppers, of Walnut Cove, has been elected to the vice-presidency of the class. Other officers are: Miss Dorothea Severance, Gastonia, secretary; Miss Ann Spivey, Rich Square, treasurer; Miss Esther Moore, Old Greenwich, Conn., cheer leader; Misses Ann Hardison, Wadesboro, Rebecca Neal, Southern Pines, and Jane Thompson, Henderson, legislature members.

Accident records show that 1,210,200 persons were injured in motor vehicle accidents in the country last year.

"WE'LL GIVE YOU A THREE YEAR OR 100,000 MILE GUARANTEE ON ANY 1940 WILLYS!"

... says
J.W. Frazer,
President,
Willys-Overland
Motors, Inc.

ONLY WILLYS OFFERS

1. OVER 30 MILES TO THE GALLON in the Gilmore-Yosemite Economy Run. The 1940 Willys averaged 30.05 miles per gallon.
2. LOWEST PRICES OF ANY FULL-SIZE CAR. Willys, in many states, is priced from \$100 to \$170 lower than the same models of other popular cars!
3. SAVES UP TO 50% ON OPERATING COSTS. Including gas, oil and tires, Willys runs for as low as a cent a mile!
4. EVERY IMPORTANT EXPENSE CAR FEATURE: Hydraulic brakes, all-steel body, steering-post gearshift, safety glass, all-around, custom-tailored interiors, etc.

*Standard on all DeLuxe models.

ASK US FOR DETAILS OF THIS AMAZING GUARANTEE

Robinson's Service Station
U. S. Highway No. 1
Southern Pines

HOT DAYS

Call for Cottons

We have

McMillan Chambrays and Gingham

Nelly Dons Dresses and

Play Suits

Slacks and Shirts

Imported Sheer Cottons

FOR TRAVEL

Dark and Light Sheers—

Stetson, Knox and Gage Hats—

Accessories

Mrs. Hayes' Shop

SOUTHERN PINES

Market In Comfort

Shop in the only

AIR CONDITIONED

FOOD STORE

in the Carolinas

Highest Quality	Attractive Prices
LIPTON'S TEA 1-4 lb.	25c
(Four Iced Tea Glasses 1-2 lb.	49c
Free with each pound.) 1 lb.	97c
Pard Dog Food, 3 tins	25c

DORN'S

"Finest In Foods"

Southern Pines Dial 7474

Free Delivery Service

For

MOTHER'S DAY

May we suggest our delicious

FEEZER FRESH

ICE CREAM

in her favorite flavor?

Sandhills Cooperative Dairies

FREE DELIVERY CURB SERVICE

Manor Building Phone 7671 New Hampshire Ave.