

THE PILOT

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WHERE YOUR DOLLAR GOES

The American consumers, as a group, probably have less realization than they should have of how far progressive retailing has gone in cutting costs and reducing overhead—to the end that the buyer gets more goods and better goods for his money.

A recent survey by the Institute of Distribution concerning the division of each dollar spent in chain stores, is of great interest. Taking a typical middle-sized state as an example, it shows that 67 1-2 cents out of that dollar goes to producers who sell the chains the goods they carry. A large part of them are local people.

Fifteen cents out of that dollar goes to pay the wages of local men and women, employed in the stores, in executive offices, in warehouses, etc.

Five cents of that dollar goes to pay rent to local property owners.

One and one-half cents of that dollar is spent for local advertising, including newspaper space, handbills, stuffers, and so on.

Three cents of that dollar goes for taxes—Federal, State and local.

Five cents of that dollar is spent for other expenses—light, heat, insurance, membership in civic organizations, donations to charities, welfare drives, etc. Practically all of this is spent within the state.

That adds up to ninety-seven cents. Out of the humble three cents remaining, the chains must pay interest on their investments, pay for improvements and new facilities, build up a fund against possible depression periods in the future—and, finally, earn a little profit for their armies of stockholders, the majority of whom are people of modest means.

What is true of the chains is true of the better independents. Modern retailing earns an incredibly small return on each transaction—and depends on big turnover to provide reasonable net profit. The consumer reaps the benefits in savings.

A LESSON FOR UNITED STATES

Today, as many an historian has been pointing out, we are witnessing an attempted world revolution. The purpose of Nazism, Fascism and Communism are, basically, to destroy the established economic and social orders of the world, and to put in their place an entirely different order.

In attaining that revolutionary goal, the first step invariably taken by the total governments, when seizing power in their own countries, has been to take over all sources of credit—to take control of money out of private hands, and place it in the hands of the ruling clique. The dictators realize that whoever controls a nation's money and credit, controls that nation in every phase of its life.

There is a lesson in this for the United States. Under our system, the people control their money. Those who take care of it for them, such as the banks, are simply the people's fiscal servants, and are subjected to the most stringent public regulation. That system has worked. It is the system of private enterprise—the system of democracy—the system of a free and sovereign people.

There are those who would change this system and give government an infinitely great-

THE POCKETBOOK of KNOWLEDGE

41 STATES PROVIDE RAW MATERIALS FOR A HEAVY BOMBER—IT TAKES 12 TO 18 MONTHS TO BUILD AIRPLANES OF THIS TYPE

PLASTIC FOOTBALL HELMETS MADE FROM A WOOD DERIVATIVE ARE A NEW RESEARCH PRODUCT—THEY ARE HALF A POUND LIGHTER THAN THE OLD STYLE

NO MORE—
THE U.S. INDIAN POPULATION IS GRADUALLY INCREASING—LAST YEAR IT INCREASED FROM 342,947 TO 351,878—A GAIN OF 8,931

1926 OPERATING COSTS

U.S. AUTOMOBILE OPERATING COSTS HAVE DECREASED 50 PER CENT SINCE 1926

OIL

THE U.S. ENTERS ITS DEFENSE PROGRAM WITH TWO-THIRDS OF THE WORLD'S OIL REFINING CAPACITY AND THE GREATEST RESERVES IN HISTORY

Grains of Sand

It's Thanksgiving—we're thankful For groceries and meat, And also for dry goods and notions, But mostest of all we Are thankful for God, Is the way you distributed oceans.

No Christmas buyer need leave the Sandhills to purchase suitable gifts. Local stores teem with attractive displays, at a wide range of prices. Buy at home!

They had to have two turkeys at the Jim Boyds. The boys arrived home from their respective schools on two different Thanksgivings.

Pinehurst "made" Time magazine last week, with a story about former Attorney General Homer Cummings winning his own golf cup in his annual private tournament.

"Jim" Schwartz sends in this clipping:

The motorist with any "regard for his future abode" should sing hymns as the speedometer climbs upward, the Rev. L. C. Miller said in a satirical sermon at church.

His selections at the different speeds:

"At 25 miles per hours, I'm But a Stranger Here, Heaven Is My Home;" at 45 miles, 'Nearer My God to Thee'; at 55 miles, 'I'm Nearing the Port and Will Soon Be at Home'; at 65 miles, 'When the Roll Is Called Up Yonder I'll Be There!'; at 75 miles, 'Lord, I'm Coming Home.'"

er control over the nation's money and credit. Often their arguments are plausible. But, if they have their way, the only possible end will be economic dictatorship—to be followed in due course by social dictatorship. Those are hard words, but Europe has shown us how true they are. Let them not be forgotten here.

THE PASSING YEARS

BY CHARLES MACAULEY
Last Week in November

1939
First gymkhana of season at showing of Southern Pines Country Club December 1st.

Dr. G. G. Herr, broadcasts Southern Pines talk from Station WBIG in Greensboro.

1935
Dr. A. McNeil Blair, dean of medical profession, dies.

Miss Katherine Wiley and Mesdames Dorsey Stutz and Clarence Edson entertained at a bridge and shower honoring Miss Doris Eddy, bride-elect, at the home of Miss Wilcy Monday evening. Miss Lenora Riggan, Mrs. Richard Tarleton and Mrs. John Howarth received the high prizes.

1930
Painters are at work on the roofs of the Burgess buildings on East Broad street tracing out direction guides for the benefit of flyers seeking Knollwood Airport. George Colton, local pilot, states that they will be readable at 1,200 feet.

1925
New minister comes to Emmanuel Episcopal Church, the Rev. Alaric James Drew of Cambridge, N. Y.

Mr and Mrs E O Howard entertain the Junior C. E. Society of the Baptist Church at a social and lawn picnic.

1920
Fire in Prilliman's garage. A score of cars damaged.

A Thanksgiving dinner was held in Masonic Hall on November 25th, by Eastern Star families.

1910
Flag tournament at the Country Club on Thanksgiving Day. Winners:

Private Baths Running Water All Rooms

The VIRGINIAN

Open the Year Round

On U. S. Highway No. 1

Southern Pines, N. C.

Ample Free Parking Space

Steam Heat

OLD PINE FOR SALE

Mantles, Doors, Paneling, Boards, Also Old Brick.

Nothing Less than 100 Years Old.

AIRPORT FARM

P. S. P. RANDOLPH, JR.

Chiropractic Health Service

Phone 6782 East Broad St. Southern Pines

DR. T. E. WALKER, Chiropractor

Willie Crain, Dr. W. C. Mudgett, E. P. Goodwin, Dr. W. P. Swett, N. J. Mills, R. E. Wiley.

Old "Pa" Bruhn and H. R. Clark had a merry set-to in a foursome with Claude Hayes and Lawrence Grover last Wednesday.

1905

Dr. H. G. Saddleton has closed out the stock of the Southern Pines Pharmacy, and is "going on the road" in the interest of a prominent publishing house.

Big fire in Carthage. Office building and trimming department of the Tyson & Jones Carriage Company destroyed. Loss more than \$16,000.

When C. L. Hayes moved the News Depot to its present location on Pennsylvania avenue, Mrs. Hayes moved her millinery store to the rooms on New Hampshire avenue formerly occupied by the News Depot.

1900

The mineral springs in the rear of the Piney Woods Inn is a great attraction to the hotel. The former spring house has been rebuilt and presents a very attractive appearance.

At the King's Daughters hall on Wednesday evening at 8:00 there will be on "Old Fashioned Spelling Bee."

Rump's fine leather goods for Christmas Presents at Hayes.

To Relieve Mucous

COLDS take 666

LIQUID, TABLETS, SALVE, NOSE DROPS

E. V. PERKINSON

General Contractor

Storage

Dr. J. I. Neal

VETERINARIAN

Southern Pines, N. C.

Highland Lodge

A QUIET HOME-LIKE FAMILY HOTEL

Pleasantly Located on Vermont Avenue Near the Pines

SEASON OCTOBER 1ST TO JUNE 1ST

MRS. M. H. GREARSON

Telephone 6933

Southern Pines, N. C.

Highland Pines Inn

Cheerful homelike atmosphere, splendid dining room service. Delightful surroundings.

Weymouth Heights near Country Club. Good Parking space. Season November to May.

W. E. FLYNN, Manager

Southern Pines, N. C.

Be Comfortable

THIS WINTER

Let us give you an estimate on installing an Automatic Esso Oil Burner. Sold, guaranteed and fueled by the makers of Esso gasoline.

L. V. O'CALLAGHAN

PLUMBING AND HEATING CONTRACTOR

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"Coca-Cola is so refreshing with lunch"

Ice-cold Coca-Cola with lunch is a taste-surprise. Full of life and sparkle and tingling with taste, Coca-Cola and food are a natural combination. For home use, get Coca-Cola in the handy six-bottle carton.

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