

# THE PILOT

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## THEY SHOW THEIR APPRECIATION

Colored people of Moore county set out in last Fall's Christmas Seal Sale to raise \$500 toward the fight against tuberculosis. They appreciated the fact, they said, that most of the money annually raised here went to their people, either for prevention or cure or care. They wanted to show this appreciation. They organized among themselves as they had never organized before.

Result: \$535.44. Over the top by a goodly margin. And to their further credit, one-quarter of the total Seal Sale in the county.

Colored school principals and teachers were the spark-plugs in the campaign. The reports from the schools show the following receipts: West Southern Pines, \$136.10; Academy Heights, Pinehurst, \$83.49; Pinckney High School, Carthage, \$75.20; Eastwood School—a two-teacher institution principled by Edna Taylor—\$36.00; Aberdeen School, \$35.75; Vineland, West End, \$25.00. These are only the leaders. One hundred percent of the schools contributed something, and more than in any previous year. They did it in various ways: some children went without candy for a week and turned in their savings; caddies helped others with a percentage of their earnings. They sacrificed, and they worked.

At a meeting in Carthage, a rising vote of thanks was given to Mrs. T. A. Cheatham of Pinehurst, county chairman, for the help she had given the colored people in helping stamp out tuberculosis among their people.

Thirteen of the 21 schools reporting will receive a ten percent bonus for raising their quotas.

## MODERN MERCHANDISING

Last Christmas the volume of goods sold at retail was the largest in our history. Millions of Americans thronged stores of all kinds. Some of them bought ten-cent gifts. Some bought presents costing thousands of dollars. All of them got what they wanted—and they got it at a reasonable price, whether it was a fur coat or a box of groceries. They bought nationally known brands of goods, and they bought private brands. And they knew that they were getting the quality they were paying for.

Most of us don't give much thought to the retail industry. We take it for granted. We know that the stores are always ready to serve us—that their shelves are filled with the luxuries and necessities we want. Retailing today is a miracle of efficiency. Behind the particular stores we patronize lies an intricate, superbly developed system which has no counterpart elsewhere in the world. That goes for the chain store, the progressive independent store, and the supermarket. All of them want our trade—and all of them are striving to do a better job, and to give the consumer more for his money.

The service they render the public has resulted from free competition—which is the American way of doing business. In this country, any man has the right to open a retail store. He has the right to take customers away from his competitors if he can. He has the right to try new ideas, new innovations, new sales techniques. And those rights are the consumer's best guarantee of a fair deal. The

# THE POCKETBOOK of KNOWLEDGE

SINCE 1900, MORE THAN 85 BILLION DOLLARS WAS PAID OUT IN WAGES DIRECTLY TRACEABLE TO THE AUTOMOBILE, AND WHICH WOULD NOT HAVE BEEN PAID OUT EXCEPT FOR IT

INSTEAD OF WEARING SOCKS, MEN OF LAPLAND FILL THEIR SHOES WITH HAY

BIG DEFENSE PROBLEM FOR INDUSTRY—IT TAKES 5,204 MEN FOUR YEARS TO BUILD A MODERN BATTLESHIP

THE METAL-WORKING INDUSTRY IN THE UNITED STATES USES ABOUT 1,325,000 MACHINE TOOLS—AN INVESTMENT OF BILLIONS OF DOLLARS

THERE WERE MORE THAN 50 KINDS OF TIME IN THE U. S. BEFORE 1883, WHEN THE FOUR ZONES OF STANDARD TIME WERE ADOPTED

## GRAINS OF SAND

The first bill introduced in the House this session by Moore county's representative, J. Hawley Poole of West End, has to do with the fight on the Japanese beetle. In collaboration with Rex Gass of Forsyth county, Mr. Poole asks \$50,000 for combating the pest which scourges crops and shrubbery. The bill says that unless the State makes an effort to control the insect, the U. S. may quarantine North Carolina crops.

"All of the huge building program at Fort Bragg, N. C., is being completed either on schedule or ahead of schedule, the Secretary of War has been informed."

So reads the Official Bulletin of the National Defense Advisory Commission, issued January 14th. It continues: "As a result, about 7,900 officers and men already have moved into housing completed since September 1, 1940, and construction of buildings to accommodate the remainder of nearly 65,000 men is progressing rapidly."

Does advertising pay? The Pilot has one subscriber in Wadesboro.

We spotted him and a party of five at Sunday's polo game in Pinehurst and asked him what brought him away over here.

"Saw the polo game ad. in The Pilot," he said.

From Urbana, Ohio comes this news item:

"Persons prominent in national and state harness racing circles were among the 300 persons attending a dinner here Tuesday night (Jan. 14) in honor of Hugh M. (Doc) Parshall, noted Urbana reinsman, twice-winner of the famed Hambletonian."

Among those present was Ben Mayo, of North Carolina, member of the National Board of Review and of the board of trustees of the U. S. Trotting Association.

"The speakers' table was set up before a black backdrop, and above was suspended a sulky with a large drawing of "Doc," match in mouth, centered, between the shafts," the article said. The affair was sponsored by the Fraternal Order of Eagles.

"Doc" Parshall, until his recent retirement from the trotting arena, trained his horses in Pinehurst.

It grew pretty cold the first of the week, but it hasn't been cold enough yet this winter for Eugene (General) Woodward to don an overcoat.

An "epidemic" of accidents in which persons have been killed as a

"gyp" merchant doesn't last long.

Think of that next time you go shopping. Remember that nowhere else in the world has retailing reached so high a peak of efficiency and service. The person who lives in a tiny town gets the same goods at the same prices as the person who lives in a great city. That's how merchandising, in all its many branches, serves its country.

result of falling off of or out of moving automobiles or trucks on North Carolina streets and highways has been noted in recent weeks. The Highway Safety Division reported this week.

Five such fatalities were recorded in December, and two more during the first two weeks of January.

## ALBERT WEBSTER COLTON WEDS IN CLEVELAND, O.

Elizabeth Ann Sibling, of Cleveland, Ohio, daughter of Mrs. John Sibling, became the bride of Albert Webster Colton, son of the late Mr. and Mrs. Arthur L. Colton, on January 11, in St. Peter's Church, Cleveland. The Rev. George Dennerle, pastor, performed the marriage and read the nuptial mass. The bride was smartly attired in a costume suit of golden beige and wore a beautiful shoulder spray of brown orchids. Her attendant, Mrs. Elmer Bodenlos, of Detroit, wore a costume suit of water-fall blue, with a corsage of yellow tea roses.

The bridegroom, former resident of Southern Pines, is a brother of George Colton of Colton and Ferguson, and of Mrs. H. J. Maloney, also of Southern Pines.

## PINEBLUFF

Miss Louise Britton and H. L. Britton returned after spending several weeks at their home in Great Kiles Staten Island.

Mr. and Mrs. John Fiddner and Mrs. Howard Troutman spent Thursday in Salisbury visiting Dighton Fiddner who is a patient in the Rowan Memorial Hospital.

Mrs. Warren Smith is getting along nicely after undergoing an operation in the Moore county Hospital.

Mr. and Mrs. Nathan Bell of Fayetteville were week-end guests of Mr. and Mrs. E. G. Adams.

Mrs. J. V. Adams and daughter, Miss Elizabeth, and Ralph Graham spent Sunday afternoon in Laurinburg visiting Mrs. Adams' brother who is a patient in the hospital there.

Mr. and Mrs. Willie Overton and Mr. and Mrs. Wayland Corzort of Durham were guests at the home of Mrs. J. S. Cozort Sunday.

The annual business meeting of the Pinebluff Library Association was held Wednesday afternoon at the library building. Mrs. Charles Warner, president, presided. Interesting reports relating to the year's activities and the book circulation were given. Officers were elected as follows: President, Mrs. Anna McMinn, director for two years, Mrs. Hazel Allison and Mrs. Than Wells.

Mr. and Mrs. John Morgan announce the birth of a son, John David, at their home on Sunday, January 12th.

Miss Anna Mae Diehl left Saturday for Durham where she will undergo treatment in a hospital there.

Miss Winnifred Hicks of Friendship, N. Y., is a guest at the home of Mrs. Helen Hawley and Mrs. Viola Sherman.

Mrs. Dan Mangrum, Mrs. Margaret Polley and Mrs. Abby Shank spent Saturday in Durham.

## Pinehurst Paragraphs

Mr. and Mrs. Winifred Hawley and infant daughter, Patricia Ellen, of Durham arrived Saturday and are guests of Mrs. Blanche Wescott.

Mr. and Mrs. Joe Doggett and children, Nancy and Billy, of High Point were guests Sunday of Mrs. Doggett's brother, Lloyd M. Tate and family.

Mrs. Harry Hogg has returned from Englewood, N. J.

Mr. and Mrs. Douglas MacMillan and Mrs. J. L. MacMillan of Red Springs were week-end guests of Miss Jane Gibbs.

Mr. and Mrs. C. L. Smith announce the birth of a son at the Moore County Hospital Monday, January 20th.

Mr. and Mrs. Frederick Hale left Tuesday for St. Petersburg, Fla. They plan to return in February to spend the Spring season with Mr. and Mrs. A. P. Thompson.

Bill Viall, student at Carolina University, is spending the week-end with his parents, Mr. and Mrs. W. R. Viall. He brought two classmates, Thomas Markham and Fletcher Bailey of Elizabeth City home with him.

Mrs. J. M. Hagood is a patient in the Moore County Hospital.

Miss M. P. Smith of Boston has returned and opened the Romanes and Patterson Shop for the fourth season.

Mrs. Ralph Barrett, Mrs. Norman Calcutt, Mrs. Roy Kelley, and Mrs. Harold Kell, were hostesses at the Community Church tea last Thursday. This week Mrs. Frank McCaskill, Mrs. H. J. Callaway and Miss Elsie Thomas were hostesses.

Mrs. Lewis Johnson was hostess to her bridge club last Thursday evening and last night the club met at the home of Miss Helen Ruth Cole. Among those entertaining with

benefit chain parties for the hospital recently have been Mrs. A. J. McKelway, Mrs. Paul Dana, Mrs. Mrs. Donald Parson, Mrs. Charles Waterhouse and Mrs. M. W. Marr.

Miss Dorothy McKenzie is visiting friends in Sarasota, Fla. The high school in Concord where Miss McKenzie teaches has closed on account of the flu epidemic.

Mrs. Isabel Cabot McMullen has as her guest her sister-in-law, Mrs. Cabot of Boston. The Girl Scouts were fortunate in having Mrs. Cabot, who is a member of the National Board of the Girl Scouts, speak to them.

Miss Ruth McEnery entertained at luncheon at the Gray Fox Friday for the following guests: Mrs. John S. Zelle, Mrs. George E. Fletcher, Mrs. John Watson, Mrs. James Tufts, Mrs. Edward Olsen Field, Mrs. Glenn C. Thompson, and the Misses Carol Hotchkiss, Eleanor Sanford, Peggy Warren, Stella Philipps, Jane McMullen, Anne Hotchkiss and Mary Evelyn Philipps.

# baby week

The Sandhills Kiwanis Club's Annual Baby Page, for the support of its bed in the Children's Ward of the Moore County Hospital, was published in The Pilot on January 10, with a long list of generous contributors. In the printing, however, one list of Southern Pines names was overlooked through error, and The Pilot takes pleasure in publishing this addenda.

Those whose names appear here have each contributed to help the Kiwanis Club help the county's underprivileged children:

- |                        |                       |                        |
|------------------------|-----------------------|------------------------|
| Macks 5 and 10 Store   | Garland A. Pierce     | H. A. Lewis            |
| Dr. W. E. Overcash     | Broad Street Pharmacy | P. Frank Buchan        |
| Postal Telegraph       | Paul T. Barnum        | Southern Pines Laundry |
| Dr. William C. Mudgett | The Belvedere Hotel   | Jack's Grill           |
| Eugene C. Stevens      | Tots' Toggery         | R. F. Potts            |
| Hiram Westbrook        | Franjeans             | N. L. Hodgkins         |
| Montesanti's           | L. D. McDonald        |                        |

## BAKER'S FOOD STORE

Dial 5681 Southern Pines, N. C. Dial 5681

Specials for Friday and Saturday, January 24th and 25th, and for All Next Week:

<b>Pork Chops</b> Electric Cut Any Thickness Lb.—19c	<b>Maxwell House</b> <b>Coffee</b> Lb.—24c	<b>Fresh</b> <b>Country Eggs</b> Dozen—29c
<b>FLOUR (Every Bag Guaranteed) 24 lb. Bag ..... 67c</b>		
All Pork Sausage, Home-Made, lb. .... 19c	Pure Coffee, lb. .... 9c	Matches (5c size), 3 for ..... 10c
Skinless Franks, lb. .... 19c	P. & G. Soap (5c size), 3 for ..... 10c	New Potatoes, Florida Grown, 3 lbs. .... 11c
Smoked Sausage, lb. .... 19c	Nice Yellow Onions, 3 lbs. .... 11c	Log Cabin Syrup, can ..... 15c
Pot Roast (Steer Beef), lb. .... 19c	Pa. Cream Cheese, 2 for ..... 19c	Pan Cake Flour, 4 20-oz. pkgs. .... 25c
Good Stew Beef, 2 lbs. .... 19c	Hams (Small Country Pork) lb. .... 19c	Corn (Fancy Maine) 15c value ..... 10c
Oleomargarine Butter, 2 lbs. .... 19c	Virginia Oysters, pint ..... 19c	Linen White qt. size ..... 14c
Pa. Cream Cheese, 2 for ..... 19c	Fat Back Meat, 3 lbs. .... 19c	Beech-Nut Catsup, large size ..... 10c
<b>SMARTY DOG FOOD, 1-lb. Can ..... 4c</b>		
<b>Armour and Star</b> <b>Milk,</b> 4 Large Cans—27c 3 Small Cans—10c	<b>Pure Lard</b> 2 lb. Pkg—18c 4-lb. Bucket—39c	<b>Pillsbury Best</b> <b>Flour</b> 5 lb. Bag—24c
<b>MAINE NO. 1 POTATOES, 10 lbs. .... 19c</b>		
<b>STEAKS — STEAKS</b>		<b>CHICKENS</b>
Round Steak, lb. .... 25c	T-Bone Steaks (small) .... 29c	Home Fed and Dressed
Sirloin Steak, lb. .... 39c	Hamburger Steak, lb. .... 19c	Broilers, lb. .... 29c
<b>BROOMS (29c value) ..... 21c</b>		Fryers, lb. .... 29c
<b>Peanut Butter</b> 1-lb. Jar—11c	<b>Closing Out</b> <b>School Tablets</b> 3 For—5c	Roasting Chickens, lb. .... 29c
		Fowls ..... 24c
		<b>Odds and Ends</b> <b>Xmas</b> <b>Candy</b> Lb.—5c

DELIVERY SERVICE EVERY HOUR—CHARGE ACCOUNTS FOR CONVENIENCE