THE STATE PORT PILOT

## Southport, N. C.

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## JAMES M. HARPER, JR., Editor

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## - fimational editorial <br> Wednesday, May 29, 1935

Never ask a favor that you wouldn be willing to grant.
We aren't exactly superstitious, but when a black cat crosses our path we do feel better after we turn our ha around three times and knock on
When it seems to you that there i omething wrong with everything and everybody, it is a pretty good idea to check up and find out it here self.

Motorists should remember that legalized liquor will not mix with gasoline an better than ordinary corn whiskey.

Those who envy farmers in the fall when they sell their crop ought to have to sp

John Milton wrote "Paradise L John Milton wrote "Paradise Lost" be "Paradise Regained."

The surviving rabbits are going to have a busy time this summer raising enough young ones to make up for their highway fatalities during the past sea

## For The Sake Of Science

The sympathy of Southport and Bruns wick County citizens is extended to mem bers of the family of Representative and
Mrs. R. E. Sentelle in their bereavement. Mrs. R. E. Sentelle in their bereavement.
The death of their son, R. E. Sentelle, Jr., who was just in the prime of life, brought who w
a sorn
lives.
This

This young man died as the result of a cancerous growth on his lung and kidney. Effort of the medical profession to save his life proved fruitless and his fin al days were spent in untold agony.
In their darkest hour of grief, Representative and Mrs. Sentelle submitted the body of their dead boy to doctors for an autopsy, in the hope that information Which they were able to gain would be against this dreaded disease.
It may be years before a
for cancer. One may never be cound foun it is only through sacrifices like that made by these neighbors of ours that this cure will ever be discovered.

## Without Lights

One of the most dangerous menaces $t$ safe driving is a wagon or cart traveling along the highway at night without lights.
It is a tense moment for any motorist when the outline of some unlighted vehicle comes rushing at him from the gloom beyond his own headlights. A step for the brake, a quick swerve and-if you
were lucky-you have barely missed anwere lucky-you have barely missed an-
other accident that was threatened through criminal negligence.
The critical moment past, the nervous after effects set in and due respects ar paid people who drive without lights.
When the wave of righteous indignation has passed, though, we begin to feel just saved in a desperate effort to protect our own. Uusally they are the people who could least afford an accident or property loss. They are riding in an unlighted ally unable to own any other kind of ally unable conveyance. Ignorance and poverty are wed in their most miserable union in this type of driver.
We are not sure what is the best method of stamping out this highway menace. We don't think that it is a more rigid enforcement of highway regulations. have little effect upon the majority of
offenders.
We believe that public opinion pro bably offers the best chance of discour aging this dangerous practice. If you are ever guilty of this form of carelessness, for yourself but for automobile driver Removed as a passible offender well that you try to impress upon you neighbor the danger of driving without lights. Every citizen should do his part ing.

Some Of Our Troubles

In spite of the fact that it requires th observance of an a newspaper on time, we know no other person who is put off more fr quently tha
newspaper.
There seems to be a common fallacy and that ou sole duty is the humb.
Persons who must be interviewed fo
news stories find ready excuses for wai
rinted to give the desired inf paper Usually this can be done in ten minute and one time is as convenient for them as another. It is important to get facts about news while they are still fresh in the minds of observers in order to get an accurate story.
Advertisers are just as bad about procrastination. They seem reluctant to give o to press. We have never been abl to determine the added value of las minute advertising.

## Another menace to the peace of mind

 a newspaper editor is the press da isitor who sits and talks at great length about nothing. This is the type of person ditors are, as a rule, a friendly group but our hospitality is usually more genu while there are still several days wee time for another last minute rush.Subscribers always dislike to get their papers late; merchants feel that much of has been lost when the papers fail to ome out on schedule. Both have an exenent opportunity to tories and advertising copy as early possible each week
Your Home-Town Newspaper
We receive, in the offices of The State more than a hundred newspapers, pub The in all sections of North Carolina. ers printed on hand-fed cylinder press 3 and without any great variety of disBut, despite these and or advertisements. they struggle bravely onward in their endeavor to be of service to their respective ommunities.
There is no more arduous task than that which is involved in getting out a Weekly paper. Every week the publishe has to start from scratch, getting to gether a sufficient sumber of advertise ments to take care of his pay roll an ther overhead. And then, when Saturtry to collect the money which is due him.
As a general rule, the publisher is also the advertising solicitor and the editor. goodly many instances he also sets up press day you'll find him feeding the But he folder
But he doesn't complain, nor does he den seem to grow weary. And, despite he fact that his bank account is usually nil, he somehow or other manage
On top of and to struggle along. On top of all this, he has to listen marks. His paper is referred to as "Th Weekly Blatherskite," or "The Bingville Bugle," or just a plain old rag. And his ellowtownsmen apparently take a deight in making fun of the paper, and of him too. The ones who do the most kidding in this connection usually are the subscriptions.

## One of th.

One of these days, the weekly newsaper is going to receive the recognition hich it merits. There is no other single dering a greater service so far as its vancement and progress are concermed The State.

## Washington Letter



## Your Representative

Your letters are your representatives in matters of business correspondence. It is just as important that they make a neat appearance as it is to be well dressed and well groomed when making a personal business contact.

Business letters written on substantial bond paper, carrying the letterhead of the person or firm represented, always make a good impression. It is important, too, that the type be even and not blurred.

We have samples of attractive styles for letterheads and we use only the best grade of water-marked bond paper. Our work is of highest quality and our prices are reasonable.

We also have ribbons for any model Typewriter

## The State Port Pilot

SOUTHPORT, N. C.

