

THE STATE PORT PILOT  
Southport, N. C.

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Biblical paradox: Solomon was a wise man; he had 500 wives.

Don't try to use people's toes as stepping stones to success.

Some people are always ready to share anything you have with them.

Pessimists are people who burn their bridges before them.

Fast driving should be saved for an emergency—not to make one.

There is good logic as well as good grammar in speaking of "raising" children instead of "raising" them.

If a genius is to achieve recognition he must be careful not to exceed the conception of the common intellect.

Some people have mastered the art of either expanding or contracting the truth to fit the occasion.

Popularity Increases

We are interested to note that as a result of a recent nation-wide poll it was disclosed that 6 of every 10 farmers in North Carolina subscribe to a weekly newspaper. This shows an increase of 10 percent in the number of readers since the last similar census was made in 1930.

According to a recent study of contents of papers farmers read, general news although demanded, does not take the place of neighborhood and personal news which is of prime interest to farmer readers. Weekly newspapers, with their facilities for gathering and printing intimate local news, fill this requirement and therefore hold an increasing popularity among rural readers.

It is also a fact that weekly newspaper readers read more thoroughly than any other group. In other words, few subscribers discard their paper until it has been searched through for news about themselves, members of their family or their friends. This means that display advertising in a weekly newspaper is assured more than a casual glance by the hurried reader and it is for that reason that advertising results obtained from weeklies is appealing more and more every year to progressive merchants and business organizations.

Do It Today

Every building should be checked at regular intervals for fire hazards. And it is obvious that the checking will be largely useless unless the checker is familiar with at least the more common hazards.

You, for instance, can adequately inspect your own home if you are armed with a certain amount of simple, non-technical knowledge.

Look at your roof—old or warped roofing easily collects sparks and flying brands. Thoroughly go over your chimneys in search of loose bricks, cracks or any other failure that might start or encourage a fire.

Keep your yard in clean, trim condition—dry grass, leaves, boards, etc., are readily ignited and are a definite danger to nearby buildings. The same thing is true of garages and sheds—cleanliness and good maintenance go a long way toward preventing fire. Pay special attention to the storage of inflammable materials—liquids such as gasoline and benzene should be kept in tight, metal containers. And remember that explosive liquids should never be used for home cleaning operations.

Accumulations of discarded material—whether old clothes, furniture or magazines—in closets, basement and attic, constitute one of the worst hazards. Oily rags are most dangerous of all, as they are subject to spontaneous combustion.

If you use wood for fuel, pile it neatly. And never mix rags or paper with wood

or coal—spontaneous heating may result. The whole heating system should be inspected carefully, and it's wise to hire an expert for this job.

Oil burners should be installed with extreme care, and in accord with standard regulations. That is also true of gas appliances. No gas appliance should be used which lacks a thermostat for cutting off the supply in case the pilot light goes out.

If your work room, as many are, is littered and disorderly, you're simply asking for a fire. Keep it neat.

This doesn't exhaust necessary instructions by a long shot—but it shows you where to start. And it's a good idea to do it today.

Gratifying News

Welcome and gratifying news to the people of Columbus and Brunswick counties will be the fact that the last remaining link of Highway 130 between South Whiteville and Shallotte will be let for grading the 11th of July.

Because, this will open up the way for a paving contract later. Columbus and Brunswick counties, naturally bound together geographically, commercially, agriculturally and practically every other way, have too long been unconnected by a link of paving.

At last, it seems that the hopes of the people of the two counties are going to be realized.

Cotton Consumption

Much has been said from time to time in these columns about the relative value of a campaign for the use of more cotton. That suggestion was made here during National Cotton Week—the American people should be interested first and foremost in the people who live around them—in other words, Americans should be interested in Americans.

It would seem to behoove all the people who live in the United States to come to the rescue of another class when they are in trouble. The cotton farming classes are in dire stress even at the moment, and without a bit of doubt, unless something is done to restore cotton to its former place of supremacy in the south, cotton farmers are destined to invade the tobacco field.

That will virtually affect the tobacco growers of this vicinity. Cotton farmers realizing \$25 an acre and sometimes less for cotton could not be blamed too much for seeking new fields of livelihood.

And, without control of the tobacco crop this coming year, or without something being done to improve the plight of the cotton farmer, he is going to be virtually forced into new fields—tobacco at the present time providing the most enticing and attractive picture.

Short-sighted action on the part of the government might result in cotton growers being put on relief, though we hardly see how members of the U. S. administration could get the consent of their own minds to follow such a course.

The cotton situation is serious. It demands something of a permanent solution. It occurs to us that the most lasting benefit could be derived from research in the chemical laboratories, and in the fashion centers for new uses for the fleecy staple.

More consumption of cotton will improve the status of the cotton farmer, and it's the duty of the American people to do what they can to increase consumption.

If knowledge is power, some of our high school graduates are still pretty nearly powerless.

Give a man a bag of flour, and he'll generally expect you to make the biscuits for him too.

Tarzan's eerie call was in all probability invented by some overly zealous football fan.

Some men are merely walking mines. They have gold teeth, silver tongues, and an iron will.

Fishing takes a lot of patience, considerable time and generous supply of earth worms.

A guy who is always shooting off his mouth, needn't be surprised if there is a backfire.

If the inventors ever develop a car to travel as fast as an unfounded rumor, that will be IT.

Just Among  
The Fishermen

Good With Evil  
Occasionally there is a great howl raised by the uninformed against the menhaden boats because these craft take a few game fish while netting for the product that is good for only fertilizers and oil. In defense of the commercial fishermen, or the menhaden branch of such operations, it is only fair to say that the taking of a few game fish along with schools of menhaden cannot be avoided. The game fish feast on the menhaden schools and a few of them fall victim to the heavy purse nets along with the menhaden without intent on the part of the fishermen; packed tightly in the net when it is dragged to the surface they are in such condition that they cannot be liberated. They are not wasted, but are carefully saved and brought home for food for the families of the fishermen. Sharks are infinitely more destructive to game fish than anything else, especially those that travel in schools. Some sportsmen may condemn the menhaden folks for taking a few game fish unavoidably, at the same time they owe these fellows a heavy vote of thanks. Often the sharks that are taken and destroyed during a day's operations are capable of destroying more game fish in a single day than the boat would account for in two weeks. We were out on the R. B. Hawley of Captain Eriksen one day the past week and it was noticeable that the big power operated bailer brought aboard more sharks than game fish. These living destroyers of game fish ran to as high as 100 pounds in weight. However, one specimen that would have run above eight hundred pounds was noted swimming around a school of fish.

Wife Tender  
Lately, your columnist is becoming rather alarmed at the increasing number of sportsmen who are coming down to the sea to fish and bringing their wives along. When they arrive here with their better-halves in tow, unless the better-halves prove to be strongly fishing minded, the said better-halves are turned over to us to be nursed around and shown things until friend husband returns with fish for supper.

In Class By Herself  
Mrs. Frank Mollycheck, of Southport, is pretty much in a class by herself as a sports-woman. When she can go and the fish are biting, she is always out with her rod and reel. She divides her time between the saltwater denizens and those that inhabit the freshwater streams. One day last week she brought us a beautiful string of eight sheephead for exhibition and to be entered in one of the fishing contests. As sheephead were not listed to receive prizes in that particular contest she was advised of the fact. Nothing daunted, Mrs. Mollycheck set out for a freshwater stream late the next day and returned at dusk, proudly bearing two beautiful big mouth bass. The largest one tipped the scales at exactly six pounds and the smaller one went to just half that.

In The Mail  
In the mail the past week were long and interesting personal letters relative to fishing from George Rountree, Jr., the New Hanover Fishing Club and Edwin McLaurin, sportsman, publicist and photographer of the various New Hanover beaches. Mr. Rountree was interested in the preservation of drum or channel bass from the netmen, who are credited with destroying great numbers of these low priced fish needlessly. Mr. McLaurin was much interested in fishing and photography both here and there. He proposes to come down to Southport with his trusty camera shortly. Several very interesting special delivery letters and telegrams were also shot in by Roy Cashwell, "All Outdoors" editor of The Charlotte Observer. Friend Cashwell is becoming a Southport enthusiastic and bids fair to become a powerful booster of local fishing.

Friendly To Sportsmen  
The whole State of North Carolina recently had a "Friendly Week" to visitors. Southport people are even more liberal minded; here it is a friendly day to sportsmen and other visitors every day that they come around. Your columnist wants to especially commend Mayor Eriksen and other Southport city officials, as well as the rank and file of Southport citizens, for the general courtesy and friendliness that is shown sportsmen and all visitors to town. Such courtesies is bound to show far reaching results in future years.

We still insist that fishing parties of which ladies form a part have better luck at the fishing than the exclusive stag outfits.

Country Scribe  
Goes Gandering

Keeper Of The "Not Exactly News" Corner Is Now In New York City; Misses The Army But Hits The Fair

Evening folks, how y'all. Those words are seldom heard in the Metropolitan center, Noo Yawk City, where two lucky guys, yours truly and Don Wells, arrived the wee hours of Wednesday morn. Our reason for coming was to enter the army. The verdict is this columnist will still be in business due to a matter of not being born earlier. A number of Brunswick people have seen the fair and visited the city, but a number also haven't. Please bear or bore the following accounting.

A couple of wide-eyed lads from the South spent their first hours as their necks might be made of rubber. Right away we moved to a ritzy apartment half block off Park Avenue, as guests. Directions for so doing are positively prohibited! Think we want to ruin our chance for next time?

Never knew uncles were such wonderful people . . . A sub (way) rushed us to Rockefeller Center near Times Square. Kay Kyser who broadcasts from the center learned of our approach and beat it to the west coast. . . After lunching with an advertising genius the Fifth Av bus showed us over Central Park and led us to the Empire State Building where for the sum of one buck a sub-stratosphere elevator carried us to the 102nd floor. A guide pointed out two million points of interest and received a laugh as four saucers-eyes stared in wonderment . . .

Most of the day was spent in slumberland. Incidentally, the nite was spent likewise . . . Came the dawn, (Daylite time used by everyone) and a pilgrimage to the Great Fair. A 45 minute drive brought us there still in the same daze . . . Holding our pockets against pick-pockets, (we both had two bits) we braved the gate . . . The first presence was the General Motors Exhibit. An hours wait in line was the only admission price. Having been previously advised that this was the best show we were expectant, and found it more than up to our expectations . . .

A long ride in cushioned seats in the dark, (I'm still there,) was the start. The ride was over a mile long showing a mammoth set, in miniature, of the World of Tomorrow. The general theme was of the roads of tomorrow. The entire exhibit was made at a cost of 8 million dollars. The work done on the miniature was one of those things you read about . . . From there we proceeded to the North Carolina Exhibit. And who should we meet but Mrs. Ottaway, summer resident of Southport. The book of pix that Keziah persuaded Bill Sharpe to compile was on a rack. A huge pic of Orton was on the wall and several other coastal scenes, among them a pic of the alligator killed last summer. Standing beside in life-size were sister Libby, Joan Matthews of Charlotte and Charlene Newton. Kathryn Myers of a small town 30 miles north of there had a number of pix. We later learned that we missed a small section . . .

Our last stop was Billy Rose's Acquaade and it really is all it's cracked up to be. The seven greatest divers the world described every dive and combination of dives ever conceived. The most graceful was a half-gainer from 60 feet by an Olympics Champ. Johnnie Weismuller and Eleanor Holm were there as the main attractions. "Trudy" Ederle was on hand. Still the greatest woman athlete in the world. The show contained not only acrobatics but also a musical revue and two comedy sequences. Morton Downey, who sounds like Eddie Cantor, and Frances Williams did the vocalizing. Billy Rose and Eleanor Holm are rumored to be ready to latch the wedlock . . . A small dog show was taken in as a conclusion of the day's festivities.

After dinner (we always called it supper) the world premiere of Second Fiddle, starring Henie and Power furnished, the evening's entertainment.

You will view it at home ere long. Mary Healy, new discovery, is a hit. May be a successor to Alice Faye. Wells boy Geezel has just finished a fifteen hours sleep and that reminds me of his contrasting middle name-Early. I'll be right home maw.

Not Much Luck  
With Big Fish

Several boats from Wilmington and Wrightsville carrying large parties of sportsmen went to the Gulf Stream from here early yesterday morning. They found the seas rough, and plenty of east wind blowing. A result was that their catch was confined almost exclusively to dolphin. Their catch of these fish included many pretty specimens. No barracuda were taken and I. T. Watkins of the Gregg Hardware Company, engineer of the party, attributed the failure to take any barracuda as being due to the east wind.

HOSPITAL PATIENT  
Willie Moore of Morehead City is a medical patient at Doshier Memorial Hospital.



NOT EXACTLY NEWS . . . By Gene O'Brien

Comes word from New York that the fugitive columnist, one Eugene O'Brien, failed to make the age requirement for the U. S. Army Cadet training school in which Dan Wells recently enrolled. Too bad about the age, because everything else it takes to make the grade. Brother Christian, who is visiting his grad (Continued On Page 3)

ALMOST  
EVERYONE  
READS THE STATE PORT PILOT



MEN read The State Port Pilot . . .

. . . because of accurate, unbiased news plus features and articles on every activity of the sports and business. These things coupled with local news, are the things men of all classes enjoy reading in a newspaper, and these things, The State Port Pilot gives them. These men are consumers, too, so they are alert for BUYING news!

WOMEN read The State Port Pilot . . .

. . . because they find in The State Port Pilot the things they like. They like news, just like you they like the menus, and home-making tips, Society news and neighborhood news. In addition women like to plan their buying through the advertisements in The State Port Pilot, they know them to be true and helpful!

CHILDREN read The State Port Pilot . . .

. . . when they're small, they naturally understand only the pictures. As they grow up, the habit of reading The State Port Pilot becomes more thorough. In time they become full-fledged readers and subscribers. The CHILDREN of TODAY are the BUYERS of TOMORROW . . . and therefore worth cultivating as present and future customers!

The State Port Pilot  
"Your County Newspaper"