

THE STATE PORT PILOT Southport, N. C.

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Wednesday, January 3, 1940

There seems to be some confusion about New Years Eve and New Years evil.

A man who owns a fishing pole or a shotgun evidently considers that he has a license to lie.

It is bad enough to have a man tell you everything he knows without having him tell you over again each time he sees you.

It takes more than a consensus of the parents' opinion to stamp a child as a genius.

It is inventory time for everybody except critics.

The only recognition they have devised for these home town record-breaking drivers is an occasional marble slab—in the cemetery.

Passing Out Posies

Maybe this bouquet ought to be a bunch of poinsettias, because it has to do with a little unfinished Christmas business. Elsewhere in today's paper you'll find a break-down of exactly how much business was handled by our local post-office during the pre-holiday season; and from it you can readily see that this was about the busiest place in town. But the remarkable thing lies not in the volume, but in the efficiency with which this emergency was met by Postmaster L. T. Yaskell and his assistants, Mrs. Edna Bell, A. T. McKeithan and by Uncle Jim Lewis.

We wouldn't want to forget Rollie Walton, either. Those extra bus trips speak for themselves. One thing we'll wager: Not once during the busiest rush did you find Rollie too hurried to be polite, nor too rushed to grant a favor.

We like the gesture of the members of the Comstock crew in extending an expression of their thanks to Congressman J. Bayard Clark for his efforts in having the Comstock recommissioned. His was a fine Christmas present for these men who had been idle for two months.

We believe that we've said this before, if not in these exact words. In our opinion Forest Warden Dawson Jones is the most conscientious public office holder we ever saw. He really takes his job of protecting the forests of Brunswick to heart, and the sincerity of his conviction is having an important influence for the good upon citizens of the county.

"Ring Out The Old"

Nineteen hundred thirty-nine has been written into the record book of time, and perhaps no other year in history has drawn more heavily from the ranks of our leading citizens. In many ways it has been a good year for this community, but a year not without sorrows.

It is not life's way to have us linger hopelessly over a past that may not be changed, but rather is it for us to look ahead to the good things that are to be. And it is with that attitude that we face the New Year.

Perhaps we are a convert to the undying optimism which characterizes persons of our city. Be that as it may, we honestly believe that 1940 will bring important changes that are destined to change our town more than it has changed in the past century. Don't pin us down to the things upon which we base this bold prediction, for they are too wraith-like as yet. And still we feel that something will happen.

Maybe it will be because it is leap year. Maybe the efforts of our citizens to woo investors these many years has been for naught; and now, in 1940, there may be a development brought to life by those who have seen and recognized our

natural advantages and who will come with a leap year proposal that will set in motion the wheels of progress as it affects this section.

About Publicity

In newspaper offices publishers call every item which comes in which might tend to make people interested in buying something either "advertising" or "publicity." The difference between the two is that the publisher gets paid for printing advertising material, while he doesn't get paid for printing publicity matter. That's why the business office gets sore at the press agents who send in publicity stuff, and editors print it because it's more interesting than a lot of the news they get.

We've never seen a big paper turn down a good story merely because there was a suspicion that it might be a piece of "planted" publicity. We counted one day recently eight first-page news stories in the most influential of all New York papers, every one of which had its origin in a press-agent's office.

The biggest corps of publicity men anywhere is that maintained by Uncle Sam. Nine out of ten "news" items you see coming from Washington are the product of the government press agents.

We hear a lot about "propaganda." It is supposed to have the mysterious power of making people believe white is black, or that everybody we don't like is a Red. Propaganda is a perfectly good word. It means any effort to influence public opinion, and began with the organized effort to propagate the Christian religion.

We use the word nowadays to designate efforts to make people believe that one side or another in any controversial question is lying and the other side is not. If it's the side we're for it's just "educational" but if it's the side we're against it's "propaganda."

The only way propaganda or publicity gets into a newspaper is by the editor's volition. There is no sinister, backstairs way of getting propaganda printed, that we ever heard of. We've printed lots of publicity stuff that we knew was propaganda for something or other, but only because it was interesting to us, and we thought it would interest our readers.

The big business organizations which used to refuse to tell newspapers anything, discovered that it was better to tell them the flat truth than to leave it to reporters to guess at it.

The Pennsylvania railroad started the plan of telling the newspaper men all about every accident on its line. It made friends of the papers and did away with guesswork estimates of the number of people hurt in train wrecks and what caused them.

Others saw the value of that sort of frankness, and a new profession was born, that of "Public Relations Counselor." Men with that title differ from press agents mainly that they work harder and get more money. One of them told us once that his greatest difficulty was in getting his employers to tell him the truth so that he could pass it on to the papers. The top men in that profession have such a reputation for square dealing and truthfulness that the newspapers take their word without question.

The big Russian Bear seems to be having trouble picking the fins out of his feet in Finland.

We wonder if the 1940 model Political hand shakes will have as much squeeze in them as the 1939 one's did.

The President may have to change oceans on his fishing trip next spring. All this British-German commotion off the U. S. Atlantic coast is scaring the fish away.

Some of our grandparents believed it sinful to laugh on Sundays. But that was before Jack Benny and Charlie McCarthy came on the air.

California reports a surplus of prunes. She might try stuffing politicians with them.

To get a clear picture of the war in Europe, take the reports from London, Paris, Berlin, Moscow and Helsinki; divide by five, then read last year's seed catalogue.

Roosevelt announces that next year we'll have two budgets. He is evidently pleased with the results of his double up on Thanksgiving this year.

The governor of Ohio is having his relief problems; but at least his boy scouts don't wear shorts.

Just Among The Fishermen

By W. B. KEZIAH

For a starter this week we cheerfully surrender space to Ambassador Sloan, summer-time resident of Southport, now sojourning in Georgia. Spring must have already arrived down there, if one may judge by the tenor in which he writes the following:

A SERVANT OF THE PUBLIC
Don't pick on Brother Yaskell;
Don't hush his burbling tongue;
For by the great Jehosphat
He's a hero yet unsung

Who'll always work for Southport,
And—if he thinks it wise,
Great goodness me he'll always
be
Recounting fishing lies.

For tourists come to Southport
From every blooming State
In such a dith'ring hurry
They never want to wait

To hook the finny monsters
Which lurk on Frying Pan. **
They want to know the spot to
go,
And Yaskell is the man

Who gives them information
And fishing notes.
For Frink and he and Weeks
maybe,
May sometimes get their votes.

Don't knock the Pennsy Dutchman,
He does the best he can.
But by Mohamed's glossy beard,
He ranks an "also ran"

With those who make their catches
Neath three squat cedar trees,
And daily fish the oceans
From here to German seas.

So here's health to Yaskell,
And may his tribe increase.
Let's hope the century passes
by
Before his tall tales cease.

* Statistics to support this statement will be cheerfully supplied by Bill Keziah.
** There are many other famous fishing drops too numerous to mention in the vicinity of Southport. For full and complete details communicate with the Southport Civic Club.

HOME FOR HOLIDAYS

Among the home-comers from distant points for the holidays have been Captain and Mrs. Merritt Moore of Morgan City, La., and their little son, Paul Merritt. Captain and Mrs. Moore and the family have been visiting Mrs. Moore's father and mother, Mr. and Mrs. W. S. Davis, and Captain Moore's mother, Mrs. Mayne Moore. Captain Moore is a fisherman of great parts, which accounts for the borrowing of this item by the Fishermen's Column from the society items.

Not much more than ten years back there was a young Southporter who took to boats and the water as naturally as a duck does. After a year as somebody's helper on a shrimp boat he graduated to the post of skipper of a fairly good boat. Diligent work always resulted in good catches. In another year he was in command of one of the big boats of the Lewis J. Hardee fleet and was leading that fleet in catches, as the boats worked all the way from Southport to Florida. Three years ago, Captain Moore having entered the lists of just married, extended the length of his fishing activities from Southport and Florida to Morgan City, La., at which place the family now makes its home. Out there he owns a big boat and is one of the most productive of the fishery a few years he will probably have a fleet of the trawlers.

HUNTERS APPRECIATIVE

With it imperative that hunting should be restricted, partly because of the danger of forest fires becoming carelessly started and partly because the ducks and other game is a valuable asset, the fine duck pond at Long Beach has not been open to the general public this past season.

Nevertheless, when he felt that any of the local sportsmen would like to go duck shooting on the property, E. F. Middleton, vice-president of the Carolina Lands, Inc., has repeatedly instructed a Southport representative to gather up a party of hunters and take them over for a few hours of shooting. Quite a few of the local men were able to go at least one time. Some went more than once. Since the limited number of blinds permitted only eight to hunt at one time it is possible a few local men did not engage in this duck shooting. In most cases this fact was due to their being unable to go at the time when invited. One thing is sure, Mr. Middleton and the corporation are deserving of appreciation for having permitted the local people to hunt as their guests.

FIRE DANGER LESSENED

For the present, at least, thanks to recent rains, the danger from forest fires in Brunswick has been much lessened. It ap-

Your Home Agent Says!

CLUB SCHEDULE

Thursday, January 4th.
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Lockwoods Folly 4-H Club will meet at 11:15 at the school. Mt. Pisgah Home Demonstration Club will meet at 2:30 P. M. at the home of Mrs. Lucian Moore.

Friday, January 5th.
North West Club will meet at the home of Mrs. Geo. O. Gaylord at 2:30 P. M.

Note:
No meetings will be held the week of January 8th, due to State Agents' Conference in Raleigh.

Meetings scheduled for these days will be held on dates to be announced.

TO CLUB SECRETARIES
Please have ready to hand to me at your January meeting the following information for your clubs:

1. A new mailing list of club members with correct initials and addresses.
2. A list of officers and project leaders for 1940.
3. A list of monthly meeting places for 1940.

I shall appreciate your having this prepared in advance, so that time will not be taken from our January meeting.

NEW YEAR BOOKS

The 1940 Year Books will be ready for distribution at the January meeting.

I would urge each member to give the club treasurer a nickel and secure your copy. You will find that it contains much helpful information and many dates of special meetings, training schools, etc., which you will want to keep in mind.

Copies of songs are also included this year, so after you secure your copy remember to carry it to meetings monthly.

1940 OUTLOOK

Emphasis at January club meetings will be placed on Outlook for Farm and Family Living in 1940. This is, I think, of vital importance and should interest every citizen.

An invitation is extended to non-club members of each community to attend the meeting nearest them and join the discussions.

Government bulletins on the subject will be distributed.

"Farm families should watch happenings here and abroad, trace their effect upon prices and other indexes of economic trends, and adjust their programs for farm business and for family living to meet what the year 1940 brings. But they should not stop with a consideration of their individual family situations. Never has there been greater need for groups of far families to work together in building sound county, State, and national agricultural programs. Never has it been more necessary for farm and city groups to strive for a better understanding of one another's problems and for solutions that will safeguard our democratic institutions, and improve the levels of living of all our Nation's families."

Leland Club Women Meet

Members of Leland Home Demonstration Club met at the home of Mrs. Joe Verzaal in their regular December meeting.

The meeting was a Christmas party. Carols were sung, led by Mrs. N. J. Hines. Games and contests were held by Mrs. J. D. Withrow and Mrs. Lee Blake. Members exchanged presents, and this was enjoyed by all. Refreshments were served by the following committee: Mrs. N. J. Hines, Mrs. E. J. Millican and Mrs. Joe Verzaal.

Those present were Mesdames: Douglas Cook, K. B. Dresser, F. Simmons, A. H. Thomas, G. A. Loosen, N. J. Hines, J. D. Withrow, Lee Blake, J. C. Chadwick, Frank Gore, Elder Millican, J. E. Stewart and Mrs. Marion S. Doshier.

The next regular meeting will be at the Leland Club House on Tuesday, January 16th at 2:30 o'clock.

"Are you saving any money since you started your budget system?"
"Sure. By the time we have balanced it up late at evening it's too late to go anywhere."

--- NOT EXACTLY NEWS ---

Old man's weather was somewhat rough this past week, but it seems the fishermen had very nice catches in spite of his efforts. Their theme song when confronted by a blow is "I Get Along Without You Very Well." . . . The brand new year, 1940 vintage, was ushered in nation-wide by the strains of "Auld Lang Syne," Sunday nite. Dances during the week were furnished by Marion Frink and J. E. Finch and his boys. The first, of the canned variety, covered a wide scope of rhythms, while the latter, covering sweet and swing alike, had a number of arrangements that were solidly sent . . . Little mention has been made of Golden Glove entrance this year, yet it's high time the fighters were getting in condition. Southport should have a good many in there this trip. Simmons, seemingly always in the pink, should have gained a world of experience fighting at C.M.T.C. . . . Football came to a brilliant close Monday with the annual Bowl classics vying for honors. The south stood out as a predominant gridiron section when the Confederate boys walloped the picked Northern squad in their yearly tussle. A mild revenge for the Civil War. Other stars from over Dixie shone brightly throughout the country . . . Fox's ace detective, Charlie Can, is in the "City of Darkies" tonite at the Amuzi. The week-end entertainment is Jane Wyman as the new Torchy in "Playing With Dynamite." Half of the season's discoveries, Lana Turner, leads "These Glamour Girls." Universal and Paramount take over the week-end spot in about three weeks . . . Everyone to his own tastes (and who doesn't enjoy a steak

dinner), but for real salesmanship Bill Hay is far above the crowd with his soup boosting over the networks. His voice has a much nicer aroma than his product . . .
Husbands of three of the twelve members of the Thursday Afternoon Bridge Club are named Rudolph . . . They tell us that Chief of Police Mel Lewis is a master chef . . . Churchill Bragan, horticulturist at Orton Plantation, not only is an expert photographer—he develops his own films. And if they want a cracking good program, the Woman's Club should ask him to come down sometime and show his colored stereopticon slides . . . You can tell the boys who are interested in basketball last week. Every day several members of the high school squad used the outdoor court on the garrison grounds for a workout. . . . No girls present. . . .

1939 was a year of growth for Southport and one of progress, although there is much to still be done. Remarkable changes have been made in destruction of fire traps, construction of numerous roadways, new buildings, drainage systems, cleaned up lots, laying of curbs and filling in the waterfront. A reclamation project to invade a fill in swamp land would add not only to the looks of the town but would furnish room for expansion. "Our wildlife, once so prevalent seems to be in need of more widespread conservations. Ecology should try some of this on its inhabitants. . . . We'll leave you now while it looks as if the Finnish army has about finished the so-called super-battalions of the Soviets.

OPEN FORUM

A column dedicated to opinions of the public. A mouthpiece for our friends and readers, for which we accept no responsibility. Contributions to this column must not exceed three hundred words.

WANTS DATA

Southport, N. C.
January 1, 1940
Editor, State Port Pilot:
Dear Sir:—

Throughout Brunswick county there are a great many interesting stories about people and places. These stories, published in local and state papers, would make interesting reading and valuable advertising for Brunswick county.

Throughout the year 1940 the people of Brunswick can do much to publicize their county if they will write the Brunswick County Chamber of Commerce of inter-

esting things and people in their communities. It will not be necessary to write the story in detail, but the story can be made much better if all data with elements of interest are supplied.

Sometimes a comparatively insignificant appearing matter affords the basis for a croaking good story that will go far and attract attention to this section.

My understanding is that the Brunswick County Chamber of Commerce will have very little funds with which to make a coverage of the county, running down stories and interesting matter. This being the case and with the value of data lines in the newspapers apparent, it seems to me that our citizens can perform a great service to themselves and the public by sending in data regarding things that will make both spot news and little feature stories.

We, therefore, ask that Brunswick county folks send us data about anything that can be made into an interesting little story.

Syria is restricting the shipment of many products to other countries.

The nation's million dollar meat-packing industry is back "in the black" and has nearly reached its normal level of output, with employment at its best level in years.

A shipping case for eggs made entirely of fiber with seven molded pulp trays and no center dividing wall is now available to poultry raisers after undergoing rigid tests.

Cumulative rural sales of general merchandise in the first ten months of this year were about 11.5 per cent greater than for the same period last year and two percent above the 1937 level.



Don't FORGET

Inventory Time Is The Time TO CHECK UP ON YOUR PRINTING NEEDS AND OFFICE SUPPLIES

We are ready to serve you with modern equipment, skilled workmen and years of experience in supplying the business and professional firms of this community with quality printing at lowest possible prices.

Let Us Make You An Estimate Of The Cost Of Your Next Requirements In Printing.

The State Port Pilot

OFFICE SUPPLIES, OFFICE FURNITURE AND MACHINES