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Injustice In Advertising

The Wilmington Morning Star rises up in righteous indignation at the announcement recently attributed to J. L. Horne, chairman of the advertising committee of the Department of Conservation, that the money now available for advertising North Carolina's tourist and vacation attractions will be spent exclusively for the western section of the state and that the coastal region will go unexploited in the summer campaign.

"Somebody" continues the Star "It is obvious, has sold somebody else a bill of goods. Or else somebody has bought a pig in a poke. For the \$75,000 or \$80,000 which is now in a fund to advertise this state's recreational advantages and resources is of statewide origin, made up of taxpayers' money, without geographic, topographic or hydrographic distinction—all sections contributing equally without favor or discrimination.

"How is it then?" asks the Star "That Mr. Horne and E. Gerry Eastman, president of the Eastman-Scott Advertising agency, through which this tax money is spent, figure that the western section of North Carolina, the mountain region, the Great Smokies and their surrounding territory are more entitled to the benefits of summer advertising than the coastal area with its magnificent beaches and established resorts annually visited by thousands of vacationists? How can it be counted reasonable by those responsible to the people of North Carolina for the expenditure of their advertising funds to devote the whole fund to one section only?

"The inconsistency of the position taken by Mr. Horne and Mr. Eastman, as reflected in the News & Observer's article last Sunday, is to be found in the declaration that although it is not expected that North Carolina will benefit greatly from advertisements in summer publications, it is hoped that "when peace abides once more, North Carolina will not be the forgotten state for tourists and sportsmen. Why should the mountains be remembered and the coastal resorts become the 'forgotten' spot?"

"Why does Mr. Horne lift up his eyes to the hills and turn his back on the coast?"

This Foray Will Prove A Boomerang

The shelling of an oil refinery on the California coastline Monday night even while President Roosevelt was making his epochal address to the nation, obviously by a Japanese submarine, should be obvious proof to the people of the continental United States that "it can happen here."

There seems to be little doubt that the crafty Nipponese synchronized the attack with the address of the president purposely.

As has been pointed out, this will be the indubitable signal for the die-hard isolationist group of this country to raise their clamor again for the recall of our navy to home ports, the keeping of our military forces at home, and like the proverbial ostrich, bury our heads in the sand.

But if we are any judge of the effect this will have, as far as the country at large is concerned, it will be precisely the opposite from what the nasty Nipponese anticipated. It will throw a bombshell into the complacency into which this country has unhappily lapsed during the past two months, after the first shock of Pearl Harbor had died away.

This not only indicates that the Axis nations want to attack the continental United States, but are apparently laying plans actually to do it.

Therefore, the little foray off the California coastline may after all prove a boomerang for the Japs.

Shears And Paste

MEETS WITH APPROVAL

(New York Times)
The pledge not to resort to strikes during the war made on behalf of organized labor by William Green, president of the American Federation of Labor, and Phillip Murray, chairman of the Congress of Industrial Organizations, following their conference with the President yesterday, will meet with approval throughout the nation. In time of war it becomes necessary, in order to preserve the freedom of the nation, for men to relinquish or retain the exercise of some of their cherished rights. The right to strike is clearly one of these.



Just Among

The FISHERMEN

BY BILL KEZIAH

The freshwater season closes next Wednesday to allow 40 days for the fish to spawn. The season will reopen on May 10th. So far there has apparently been no great amount of fishing, or any extraordinary luck; this has been due to higher water in most of the fishing spots.

The reopening of the season in May should bring some good fishing. High water all during the winter and spring has been permitting the fish to get plenty of food and grow fat. In marked contrast to the rather lean fish taken before the season closed last year, sportsmen have been reporting this year catches as being fat fish.

Although he has little time for it, Commander S. B. Haskell at Fort Caswell is a great devotee of fishing. So far he has not been able to leave his work this year, but he is hoping that he can break away for a couple of hours some afternoon this week and go with us. As a matter of fact, we have tentative arrangements to go late this afternoon.

Lieut. Commander Hasselton is also greatly interested in fishing, without the time to gratify his interest. He is originally from Missouri, but he believes we have some good fishing around here and is hankering to try it. His ambition to go fishing is shared by his wife.

Ensign Rath also has fishing ambitions; as has Lieutenant Hinton. Lieut. Rath is married and from the looks of his wife he was a darned good picker. If he and Lieut. Commander Hasselton can't keep their fishing appointments with us, we shan't have the least objections to taking their wives instead.

Lieut. Hinton is a Greensboro boy and he tells us that one of the biggest bankers up there in Guilford county told him to look us up and go fishing with us if he ever got the chance. He also tells us that our Greensboro friend, Charlie Farrell, is crazy to come down for a few days of fishing. Charlie had better gratify his craziness this week for the freshwater season ends next week and the salt water fishing question is not yet satisfactorily answered.

It begins to look as if the matter of parties of college girls coming for an outing on Bald Head Island is not going to be so hot this year. Heretofore the girls have been coming and giving us our annual headaches during February, March and April. So far none of them have written us a request to get out the frying pan, or to inquire if there was a possibility of their seeing the four ghosts on the island.

Being a sort of voluntary helper to all sorts of visiting fishing parties in the past has made us rather resourceful, and able to meet almost any situation that arises. It has been no uncommon thing for a lot of absent minded college professors to come down and go fishing, leaving their wives in our care for the day. We have even had to look after and change babies on occasion. This year we hope they will leave the babies at home, but we can handle them if necessary.

GRISSETT TOWN NEWS

Mrs. J. W. Somersett and son, Odell were visitors in Wilmington Sunday.

Mrs. Agnes Hussey and daughter, Connie were visiting friends in Wilmington during the week-end.

Mrs. Agnes Hussey is doing nicely with a cake sale each Saturday to collect money for the Navy Relief.

Mrs. Nick Mintz and Miss Edith Mintz were visiting in Wilmington for the week-end.

Mr. and Mrs. J. S. Parker were visitors in Whiteville last week.

Young White Girl To Reformatory

Mabel Simmons, young white girl of this county, was sent to the State Training School for delinquent girls at Samarcaud Monday following a hearing before Clerk of Court Sam T. Bennett.

From the gossip page of a western paper: "Miss Beulah, a Batesville belle of 20 summers, is visiting her twin brother, aged 32."

THE HOME FRONT

Just what did it mean to motorists of the eastern states and of the Pacific Northwest when it was announced last week that gasoline rationing would begin soon? Most of them accepted the situation realistically when gasoline deliveries to filling stations were curtailed 20 per cent and when the Office of Price Administration froze retail gasoline prices at their level of March 13. And there was little surprise when these moves were followed by the disclosure that rationing would begin in about six weeks. Why this calmness on the part of the average motorist when it was obvious that these moves would have a direct effect upon his everyday life?

Well, the issuance of ration cards to motorists will mean their enrollment in a new conservation corps . . . at a time when tanker sinkings have reduced the gasoline supply in the areas affected and when war needs are demanding more and more of this precious fuel. This new rationing move drives home anew to many Americans the basic truth that conservation and wise use of our resources must go hand in hand with production and fighting in our country's victory program.

Did you hear any motorist anywhere grumbling because he'll have to get along with less gasoline? If so, just ask him which he had rather see: rationing for his own automobile or for the tanks, planes and armored cars of America's armed forces.

TO ISSUE GAS COUPONS

The rationing will be accompanied by a rigid coupon system, according to Petroleum Coordinator Harold Ickes. He declined last week to say just how much the gallonage of the average motorist might be cut, but he made the point that individuals would be classified according to their needs. The actual rationing will begin as soon as the millions of cards can be printed, which probably will be in about six weeks.

Price ceilings fixed by the OPA were for a 60-day period, after which there may be changes. Meanwhile, filling stations are being required by the War Production Board to confine their operations to 72 hours a week. Many stations are complying with the order by remaining open 12 hours a day, six days a week. Joel Dean, industrial engineer and assistant professor at the school of business of the University of Chicago will serve as chief of gasoline rationing for the OPA.

Urges Pooling Deliveries

Firms seeking to adjust local delivery services as a means of conserving trucks, tires and other equipment and materials will be assisted by the Office of Defense Transportation. Proposed plans for pooling deliveries and curtailing services may be submitted to the ODT for consideration and approval. The ODT will submit all such plans to the Department of Justice for clearance under the anti-trust laws.

Mounting demands upon all passenger transportation facilities will make "travel as usual" more and more difficult during the months to come, predicts Joseph E. Eastman, director of Defense Transportation. Although he expressed sympathy with the need for vacations and recreation, he declared that non-essential travel should be limited by voluntary action.

Parleys Boost Production

Labor and management representatives, meeting last week in New York and Boston in the first of 31 regional parleys, gave full support to the production drive begun recently by the WPB. Representatives from Virginia plants holding prime contracts for war goods attended a conference in Baltimore March 20, while those from North and South Carolina attended (or will attend) a conference in Atlanta March 23.

Sounding again the keynote of the drive, Donald M. Nelson, chairman of the War Production Board, declared in a radio address to the nation last week that although plane production has mounted 50 per cent since Pearl Harbor there is no ground for "false complacency."

"We are nowhere near our goals," he said. "We need more and we need them now. We have got to realize the value of time."

Voted For War

In the three months after the Pearl Harbor attack, the United States made available for the war effort more money than in the 18 preceding months. From June, 1940, until the Jap attack, funds totaled \$64,329,000,000. From December 7 through March 5, \$72,603,000,000.

Production of communication equipment needed by the military services is expected to exceed \$125,000,000 a month by the end of the year. Meanwhile, WPB is seeking to hasten conversion of the typewriter industry to war work . . . and has ordered the discontinuance, effective April 30, of the manufacture of popular type vending machines which dispense beverages, cigarettes, food,

NOT EXACTLY NEWS

The consensus of opinion following the basketball game Thursday night between the Navy-Coast Guard team and Southport All-Stars is that the boys just waited too long to get together. Local fans would have gotten a big kick out of seeing those teams play several times during a season . . . And that leads to the thought that a four-team softball league ought to afford a lot of fun and recreation for Southport this summer. With a team from the Section Base, one from the Coast Guard, a high school team and a town team things ought to hum at a merry clip for several months. The school boys have organized and are more than willing.

Southport fight fans want to see wrestling or nothing. For the past two weeks free tickets that we know of have gone begging because Bert Causey was staging boxing bouts instead of wrestling matches in Thalian Hall, Wilmington. There's never any trouble of that kind when the grunt and groan boys put on their act . . . And before

we change the trend of this column, which has been strictly sports thus far, may we suggest that if there's to be any tennis played around here this summer by civilians it will have to be on home courts; and that the time to get them into shape is now.

"Charlie's Aunt" has been a top favorite for a stage for many, many years, and Jack Brown enjoys a popularity that is of more than ephemeral duration. The two get together to afford a hilarious feature attraction for the Amusee Theatre Monday and Tuesday . . . We went around to jail the other night with Keeper Dock Edmond and while we were there a former inmate came up with a crowd of curious onlookers. What impressed us was his apparent joy in seeing the jailer again. For a moment we thought that he might become so wrapped up in reminiscing about his time spent in the northeast corner that he was going to ask permission to spend the night there.

candy, nuts and chewing gum.

Jalopies Requisitioned

For the first time putting into effect its previously announced plan for dealing with "recalcitrant" operators of automobile graveyards, the Bureau of Industrial Conservation requisitioned the entire stock of wrecked jalopies on a lot near Valparaiso, Indiana. The owner, Frank Schumak, had twice rejected offers described as fair.

In Florida, they're even moving trick dogs and clowns out of winter quarters of a circus to make room for an arms plant. Machines from several factories have been moved into the quarters, and the community is all set for war work.

Gets Huge Stock Of Tools

President Roosevelt has signed a bill authorizing acquisition by the Navy of \$100,000,000 worth of tools, equipment and facilities needed in the production of ordnance material, munitions and armor . . . Plans for the military highway to Alaska are being speeded . . . There has been established under Coast Guard Commandant Waesche a system of special precautions for protection of harbor installations throughout the United States . . . The WPB approved construction of an additional 350,000 dwelling units for workers in war industries . . . House Speaker Rayburn told a press conference that on March 17 there were between 7,000,000 and 7,500,000 men at work in war industries and fewer than 100 persons on strike.

Bolivia W. M. U. Plans Program

The W. M. U. of Bolivia Baptist church will close its week of prayer Sunday, March 29th, at 8 P. M. by giving a program. The public is invited.

Wards Farm News

Rev. S. H. Coward filed regular morning and evening appointments at Antioch on Monday, preaching splendid sermons. Accompanied by some of his membership, he held a prayer service at the home of Alice during the afternoon. Mr. Coward is still suffering from the effects of a stroke.

Mr. and Mrs. Lockwood, Myrtle Beach for some time past, returned to the neighborhood last week. A daughter, Mrs. J. Cox, of Wilmington, visited during the week.

Mrs. J. E. Gilbert visited her daughter, Annie Lide, at Meredith College, Raleigh, on Friday and Saturday.

Mrs. Fannie Spencer has been seriously ill, but at last was a little better. We were glad to hear.

Mr. and Mrs. Alvin Ward, young son, of Wilmington, accompanied Mr. Ward's mother, Dorothy Ward, on a visit Sunday.

Mr. and Mrs. W. H. Stone and small daughters, Pat and Jane, of Fayetteville, spent week-end with Mrs. Nunnally's parents, Mr. and Mrs. Carl Ward.

Miss Mary McLellan, Mr. and Mrs. O. W. McNeil during the week.

Mr. and Mrs. Duncan Hare recently heard from their son, Lassiter, much to their relief. It was the first hearing in months. He is in the U. S. Naval Service, and before he transferred, was at one time the ill-fated Houston.

Farm wages as of last week were 160 per cent of the pre-war level.

effect that a hawk might swoop down and pick up a chick in a minute or two before had allowed a helpless anglerworm. F. H. WILLARD

Bolivia, N. C. March 23, 1942

Advertising:-

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