THE STATE PORT PILOT Southport, N. C. PUBLISHED EVERY WEDNESDAY JAMES M. HARPER, JR., Editor nitered as second-class matter April 20, 1928, a
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## 左 National editorial

Wednesday, March 25, 1936
A few farmers are so trifling that al they

Every man should wear a mustache at some time, so people can see how much better he looks without one.
Many a young girl just has a lot of time and some kind of good lotion on her hands.

A simile: As blank as the expression on some very young men's faces when they're dancing.
The difference between an artist and an editor is, that if an artist doesn't feel Jike painting he doesn't paint, but an edi-
tor must go ahead and get out a paper tor must go ahead and get out
whether he feels like it or not.
Temperamental people who bl and go all to pieces usually manage to pull themselves together again when they discover that
tion to them.

## Lonesome Corner

We sincerely hope that the owner will decide to rebuild the Loughlin building which last week was destroyed by sirable in the local business district, and new building is sure to attract tenants.
The cornor has presented a rather
nesome spectacle at night during the onesome spectacle at night during the the late-burning lights in Jimmie-theGreek's cafe.

## "Little Coney"

We are glad to learn that members of the board of city aldermen already are making preliminary preparations for the establishment of a safe place for chilriver this summer

The place used last summer by the smaller children of the town was neither suitable nor sanitary. The older boys and dock. The rebuilding of "Little Coney" promises a more pleasant summer to Southport boys and girls of all ages, and to some of the older people who
cool of occasionally in the river.

## Have Patience

If during the next few weeks you fell inclined to criticize members of the maintenance department of the State
Highway Commission for the bad condition of the roads, remember that thes men are faced with a Herculean task.

Heavy traffic on reads cracked by hard freezes and washed by rains is adding daily damage to our state highways. Here in Brunswick county, the sand-clay roads in some se
most impassable.

Again we remind citizens that they can help the highway workers, and speed up road improvement in their community by making minor repairs on improvements in the roads near their homes.

## Bolivia Is Growing

One of the most active communitties in Brunswick county is Bolivia. The busi ness men there do a surprising volume of

Recently there have been several im provements made in the business section Outstanding among these is the comple tion of the modern brick-front garage, new home of the Elmore Motor Co.; that building would be a credit to any com munity. A new filling station is being erected, and one of the old storage build-
ings has been moved off the main busi-

## street

For the first time in years, Bolivia citizens have their own practicing physician, who has been kept busy during the epidemic of influenza and pneumonia.

With the advantage of having one of the strongest consolidated schools in Brunswick county, Bolivia is one of the
most promising localities in this section. In Self Defense

Action of members of the board o trustees of the Brunswick County Hospit al requiring all patients entering the hospital to make a deposit of $\$ 2.00$ was
taken as a measure to improve the finantaken as a measure to improve then
cial condition of the institution.

This requirement does not apply to acidents, hemorrahages or to other emWe believe that there is no person in Brunswick county in need of hospital reatment who could not raise the $\$ 2.00$ entrance fee. This amount is credited the full amount of the total bill.

In spite of the fact that the local ospital made a fine record during 1936; glance at the books of the institution shows that many persons who were treated and dismissed never have paid one
cent of their expenses. The new ruling y the board means that every patient must pay something.
The rule goes into effect on April 1st. Officials believe that this will be a great help during the present year in making ends meet at the Brunswick County Hosnital

Lasting Progress
The agricultural legislative situation put it mildly, in a chaotic state. The Supreme Court found the AAA Congress was deluged with new farm lief proposals. A bill, based on the Soil Conservation Act of 1935, has been passConservation Act of 1935, has been pass-
ed-but many authorities, including some of the legal experts who helped frame it re uncertain as to its constitutionality.

During depression much progress in farming has been made. Farmers have maller acreage-they have gone ahead gives them a fair break in dealing with distributors. Thousands of them have gotten a new understanding of such problems as the tariff ard monetary standards, which vitally, if indirectly, affect agriculture's welfare.

This progress has come from a study production and distrbution of farm
crops. It is the kind of progress that is lasting, and is not determined by the ebb the action of courts on legislation.

Death On The Highway
The Travelers Insurance Company has issued a book entitled "Live and Let Live". It deals, through statistics and graphic illustrations, with the traffic accident destroyed by automobiles. It would be great thing for the cause of safe great thing for the cause of safety i every citizen could read the booklet, med itate upon it, and a
it gives and implies.

What caused serious accidents last year? As in the past, excessive speed was the undertakers best friend, accounting orson foot on were killed an dinjured. A heavy the morgue.

Next came driving on the wrong side of the road, the cause of 17 per cent of to be a

Cars not having the right
caused 15 per cent of the accidents. Thei drivers saved a second or two-at the exof life and health.
Fourteen per cent of the accidents occurred when cars drove off the road type of acident-and drunken drivers which seems to be on the increase, i among them. A substantial portion of mo roughly the be taught, no matter how oor mixture.

Reckelss driving caused 13 per cen the accidents, with the remaining 1

Think over this list. How often have been guilty of one or more of the iolations listed? Sure, you got away with it last time-but remember that next

## CAPITAL NEWS

Wasington March 25 - Earls

## Back o. the Flagus



## A Message to Every Merchant

WHAT ADVERTISING IN THE STATE PORT PILOT CAN DO FOR

## YOUR STORE!

## Sell more goods <br> Create favorable impressions-build public goodwill.

 Sell the public on values offered by wour storeSell the publib fore the value of the store to the Increase public respect for the valu of the
Educate public to new styles and kinds and classes of merchanEducate dise which can be had at your store, also to new uses for mer chandise.
Inform public where
Protect your customers from buying inferior or old style goods Establish leadership for your store in your retail field. Keeping your store constantly before readers will make them tnin yours as the leading store in your field.
10. Keep down new competition.

1. Enable you to reach new families not now customers of your store.
2. Keep your old customers sold on your store and the values has to offer
3. Draw trade to your town instead of letting it slip away to rival towns.

## 4. Decrease operating cost and overhead through increased volume

## Make More Profits

by advertising more consistently in The State Port Pilot. It offers advertisers a large and thorough cover age plus an unexcelled reader interest

## The State Port Pilot

"Your County Newspaper"
SOUTHPORT, NORTH CAROLINA

