

The Beaufort News

Published every Thursday at
120 Craven Street
 Beaufort, Carteret County, N. C.
 —By—
Beaufort Publishing Co.

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Thursday, June 25, 1942

RUMORS

War scares and false rumors about spies and hidden enemies that are prowling around to undermine the peace and happiness of our citizens are many times malicious. They get started by back fence talk and bridge gossip when a spark of untruth gets fanned by countless tongues into a roaring fire. These types of rumors soon die out like a paper fire which generates much heat and produces large flames for only a short while. When the willing ears do not soon read about and hear the details verified by official information, they are ready to open their ears to more rumors.

The latest type of rumor has nothing to do with spies or other enemy agents. In fact these rumors do not originate from the coastal area unless someone here owns vast stock or interest in some mountain playground and uses anti-chamber-of-commerce gossip to turn the tourists westward instead of eastward.

Of course such rumors as this one may have started harmlessly, but the reaction and effect has backfires in loss of revenue to coastal citizens who depend upon vacationists. With the curtailment of tires and rationing of gasoline, unnecessary traveling should be discouraged, but there are those who have the time and desire to shift the region where they eat and breath for a few weeks or months since they will have rent and board overhead even though they stay at home.

The recent rumor of concern is a portion of a letter sent to a local landlady who received the following inquiry: "Kindly advise me as to your rates . . . and your opinion as to the conditions at Beaufort at the present time. We hear much about decomposed bodies, fruits and fish washing ashore in that vicinity. Is it true, and do your doctors regard the condition adverse for those who go in the surf?"

Recently a state journalist correspondent for a daily paper wrote an article concerning rumors about submarines up the Neuse river and from the tone of the article, Carteret County was about ready to be evacuated.

After the war is over, many fantastical tales based on fact will come out, but none will beat these going around now which if taken literally, one would be like the Englishman who, when docked at New York, asked if it was safe to land in America without being scalped by the Indians.

Have You Contributed to the Navy Relief Society?

**Oh! The Boss Said
 TO Order Stationery
 Before We Get Down
 To The
 Last Sheet**



GUEST EDITORIALIST of the week, LeBaron Coakley, is a cartoonist on the Washington Post, who gave the Beaufort News editor special permission to use the cartoon below. Much comment has been made by citizens and editorialists criticising the blackout conditions on the Atlantic coast. This cartoon does just what the Chinese proverb says: "One picture equals a thousand words."
 (Courtesy of the Washington Post)



COAKLEY

GLEANINGS

AN EDITORIAL TO ADVERTISERS

It has become almost a tradition to write an editorial to our advertisers for each June issue. The one for this year is supplied through data taken from the address of William Harrison Petridge of Roche, Williams & Cunningham, Inc., Chicago Advertising Agency, before the Grand Rapids, Michigan, Advertising Club. Mr. Petridge pointed out some changes in business alignments, caused by the failure to advertise, which took place during the first world war.

Mr. Petridge shows, in his address, that many firms stopped advertising because of the seller's market created by the first world war. As a result they lost control of the field to competitors who did advertise. To be specific, here are three such changes of the war period.

1. Before the last war the Miller Lock Company was the biggest manufacturer of locks in America. Business was good. They decided they didn't need advertising. A small company alert to the opportunity—the Yale & Towne Lock Company—went into a hard-hitting advertising and selling campaign. Today Yale & Towne own the Miller Lock Company.

2. The Sheldon Axle Company used to make 90 per cent of the truck axles in America before the last war. During the seller's market of that period they cut sales and advertising expenses almost entirely. In no time at all they lost their market to Timken—and lost so much business they were sold to the highest bidder.

3. Before the last war, the largest selling mattress in America was made by Ostermoor. In the seller's market of that era Ostermoor rested on its reputation which had taken a lot longer to build than their finest mattress. Simmons went in hammer and tongs and stole Ostermoor's market. Today Simmons is by long odds the biggest manufacturer in the business.

If the illustrations are valid, and we think that they are, you have all the argument one needs to continue to use advertising space in legitimate publications during the period of the war. Several of our advertisers who have been adversely affected by material priorities have taken the long view of the situation and are continuing to use space with us though they find it difficult to fill immediate orders.

When the post-war period arrives and the buyer's market sup-

Have You Done Your Part? — Give to the Navy Relief Society.

plants the present situation those church supply houses which have kept their names and products before the public will realize the value of legitimate advertising.—Church Management for June, 1942.

In all ranks of life the human heart yearns for the beautiful; and the beautiful things that God makes are His gift to all alike.—H. B. Stowe.

CARD OF THANKS

We wish to thank our many friends for their kindness in the illness and death of our beloved husband and father, Homer S. Piner. Especially do we thank those who furnished cars and beautiful flowers.

Mrs. Jane Piner.
 Mr. and Mrs. Geo. Piner.
 Mr. and Mrs. Leroy Piner.
 Little Catherine Piner.
 Henry O. Piner.

**Letter From France
 1919**

St. Broingt, France,
 March 2, 1919.

Dear Mother,
 Since you have requested me to I will state briefly my trip over here.

We marched up the gang plank of the Princess Julianna on July 5, 1918, and the next day steamed out of New York Harbor, gave Miss Liberty a last long look and we were off for the great World War of which we had only heard and read.

After an uneventful voyage land was sighted on July 17th which proved to be Ireland. At this time our fleet of eighteen ships was divided. Some were sent to Liverpool and the others were sent to Glasgow. I am glad I was sent to the latter because the scenery in going up the Clyde is unsurpassed in beauty.

Next day we lay in Glasgow docks and watched the ships that were in our fleet file by us one by one. All were so full of soldiers from mast head to deck and bow to stern that they looked like the men were bringing the ships instead of the ships bringing the men.

The river which appears to equally divided the city is beautiful all the way up. The city stretches along its low banks for miles while back of it the lands and hills rise just enough to make the green fields and pastures look perfect in a sun like we had the day we went up.

We left Glasgow and rode thru the most beautiful part of Scotland and England, to the historic town of Winchester, England.

We arrived in the night. Hardly a light to be seen but we tramped silently on through the night, not a word or whisper from us, for everyone seemed to be dumbfounded by the antiquated appearance of everything. Occasionally, the sound of some women's voices who had pushed their heads out of the windows to listen to the sound of our hob nails as they broke the silence of the night. All the boys said they will remember it long.

On July 22nd we retrained for South Hampton where the Pilgrims sailed from nearly three hundred years ago for "Somewhere in America" while we were sailing for "Somewhere in France."

We landed at Le Havre and two days later we were herded on that train of cars you have heard of so often—capacity 8 cows or 40 men. We passed through Versailles and on July 28th arrived at St. Martin, eight miles from Chaumont. Here we did all of our training and also

studied French and the people. They wondered at both Catholics and Protestants being in our army and we why they built their churches first and if any material was left they built their homes.

The first seventeen days of September I spent in the front line trench and up to October 25 I was either in the front line support or reserve.

It would take too long to tell you about life in the trenches, but I will tell you about what happened one night.

It was about 9 P. M. when we went up to the front and relieved another outfit. Sometime in the early part of the night some of our officers knowing that Fritz had a way to listen in, phoned down to the adjoining officer that we had been delayed and would not be up until 8 o'clock. So next morning, on time, the "Pigs" began to come over in all sizes. No one can ever describe what that was like. I surely thought it was my time to go west. When it got too hot for the fellows on post they took cover in their dugouts; a fellow rushed in ours and said, "Get up boys and fix bayonets, they are coming across." There was no need of any explanation about who they were. We knew. I told that to show how the Yankee tricks still work.

Since the "Big Show" is over and Bill Kaiser is in Dutch, I want to roll up my Summer cottage and go home.

From your son,
 ELMORE DAVIS.

Have You Done Your Part? — Give to the Navy Relief Society.

Obituaries

HOMER STYRON PINER

WILLISTON—Funeral services for Homer Styron Piner, 69, who died Tuesday night, at 8:30 o'clock following an illness of several weeks, were held at the home here Thursday at 4 p. m., with the Rev. L. D. Hayman, officiating.

Mr. Piner, a life-long resident of Carteret County, was the son of the late Alpheus and Rebecca Piner. He was a member of the Williston Methodist Church.

Surviving are his wife, Mrs. Jane Piner; two sons, George and Henry; one grand-daughter, Catherine Piner, and one brother, Henry O. Piner.

ANN STREET METHODIST CHURCH

W. Stanley Potter, Minister
 9:45 A. M.—Church School.
 11 A. M.—Morning Worship.
 6:30 P. M.—Juniors.
 6:45 P. M.—Young People, Inter-mediation.

8:00 P. M.—Evening Worship.
 7:45 P. M.—Wednesday Prayer Meeting.
 7:45 P. M.—Thursday Choir practice.

Worship with us next Sunday.
 A friendly church with a welcome for you.

Watch for the date of the 164th Anniversary of the church.

The ladies will serve their weekly dinner downtown on Saturday.

PRESCRIPTIONS

We Specialize in Prescriptions, compounding same just as your physician has prescribed.

2 Registered Druggists Are Ready to Serve You At All Times

—AT—

JOE HOUSE DRUG STORE

Mail and Phone Orders Filled Promptly

Day Phones—333-1—901-1—Night Phone—346-1
 BEAUFORT, N. C.

BELL'S DRUG STORE IS THE PLACE

**EAT
 ICE
 CREAM**



TREAT YOURSELF TO HEALTH

Southern Dairies Sealtest

ICE CREAM

Cones 5c | Sundaes 15c
 Pint 25c | Quart 50c

Milk Shake with Ice Cream 20c
 (Including HEMO)

Borden's Vitamin and Mineral Fortified Preparation For Malted Drinks (Natural Favor)

"DRINK YOUR VITAMINS AND LIKE 'EM"

Just One Glass of HEMO Brand Gives You More Than—the VITAMIN A in 3 boiled eggs!
 plus VITAMIN B-1 in 4 slices of whole wheat bread!
 plus VITAMIN B-2 in 4 servings of spinach!
 plus VITAMIN D in 3 servings of beef liver!
 plus IRON in a half pound of beef!
 plus CALCIUM & PHOSPHORUS in 2 servings of cauliflower and cooked green beans combined!

BELL'S DRUG STORE

BELL'S DRUG STORE IS THE PLACE

Front Street Beaufort, N. C.
 DAY PHONE NIGHT PHONE
 323-1—913-1 397-1

BELL'S DRUG STORE IS THE PLACE

The Traditions of Pioneer America Live Again
 in the sturdy, enduring Hard Rock Mountain

MAPLE Virginia House
 by Virginia House
 As Advertised in LIFE

3 Pieces
79.95

THE traditional loveliness of the Old Southland! All the painstaking care of Virginia House workmanship! Truly, this is a bedroom for those who appreciate beauty and intrinsic quality! Simple in design . . . built to endure for many years, of hard rock Mountain Maple! Never has furniture of such fine character been priced so low! The group, as advertised in LIFE, includes the Dresser (with hanging mirror), the Chest-on-Chest and the Bed. It may be purchased on Small Payments arranged to meet the most modest income.

EASTMAN FURNITURE CO.
 Night Appointments — Phone 467-1
 BEAUFORT North Carolina