

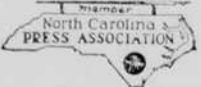
**THE Roanoke Beacon**  
and  
**Washington County News**  
PUBLISHED EVERY THURSDAY  
In Plymouth, Washington County,  
North Carolina

The Roanoke Beacon is Washington County's only newspaper. It was established in 1889, consolidated with the Washington County News in 1929 and with The Sun in 1937.

**Subscription Rates**  
(Payable in Advance)  
One year ..... \$1.50  
Six months ..... .75

**Advertising Rates Furnished Upon Request**

Entered as second-class matter at the post office in Plymouth, N. C., under the act of Congress of March 3, 1879.



Thursday, April 4, 1940

**Helping Yourself And Your Town—**

The new offering of stock in the local building and loan association comes at a particularly appropriate time. Announcements have been made by a large number of banks within the past few days that the interest rate paid on saving deposits would be reduced to 1 per cent, while building and loan associations in general are paying from 3 to 5 per cent for the money invested in their stock, which makes the latter type of investment even more attractive.

In particular, the Plymouth Building and Loan Association has an excellent value to offer local people who wish to save a part of their earnings, whether for home-building purposes or just the usual "rainy day" contingency. The recent advice from the state insurance department, which supervises building and loan groups in North Carolina, that earnings of the local association would justify paying 4 per cent on full-paid stock may not mean very much to the average wage earner, who seldom has as much as \$100 to invest at one time, but the fact that installment stock is earning in excess of 5 per cent should mean a whole lot to them, because there are few indeed who cannot afford to save 25 cents a week, which is all a single share costs.

In addition to the earnings feature, we still think the building and loan plan of savings is one of the best. When he subscribes to stock, a person feels that he "owes" the amount, and there is less likelihood of missing a week's installment than there is when he simply decides to lay aside a certain amount each week. Twenty-five cents a week doesn't sound like much money, while the \$100 which comes back at the end of the six-and-a-half-year period is a respectable sum, anyway you look at it.

The Beacon sincerely believes the Plymouth Building and Loan Association is potentially the greatest single influence in town for building and developing Plymouth, but the organization will never realize on its possibilities until practically everyone is a shareholder and booster for it. The shares cost so little each week that almost every person can own a few, benefiting not only the community but himself or herself even more.

Subscribe now while the books are on the tenth series. If you cannot buy five shares at a time, take three, or even one. Get the building and loan habit—you'll find it's a mighty

*If It's  
Good Flour  
You're Looking For—  
Look No Further  
Than*

**LIGHT  
WHITE  
FLOUR**

**H. E. Harrison  
Wholesale Co.  
PLYMOUTH**

fine thing to have when your stock starts maturing at \$100 a share.

**Enlistments Needed in The War on Cancer**

The organized fight on one of the greatest scourges of the human race, cancer, is being extended to every section of the United States by the Women's Field Army of the American Society for the Control of Cancer. Right here in Washington County, Mrs. J. C. Swain has been designated county chairman and an intensive campaign is being waged during the month of April to secure enlistments and contributions for dissemination of the facts about this disease, its causes, treatment and prevention.

It is said by Women's Field Army authorities that the fight on cancer can be won by education, since the disease in its early stages is curable, and it is largely for the distribution of information that the army was organized. In this connection, answering the question "What can I as an individual do," the Women's Field Army advises:

"You can have a complete physical examination once a year of all the sites where cancer is likely to develop. Women over 35 should have the B. P. Examination (covering the breast and pelvic areas) semi-annually. If the examination report is a clean bill of health, this is the best possible insurance against cancer. If some sign is found it has been detected in an early and hopeful stage when there is the greatest chance for favorable outcome.

"You can memorize the cancer danger signals, painless symptoms that may mean cancer and should always mean a visit to a physician. They are: any persistent lump or thickening, particularly in the breast; any irregular bleeding or discharge from any body opening; any persistent and unexplained indigestion; any sore that does not heal normally, especially about the tongue, mouth or lips; any sudden change in the form or rate of growth of a mole or wart.

"You can enroll in the Women's Field Army and pay the dollar enlistment fee or make a contribution to its work. Every dollar helps spread the message of hope. By enlisting you join a great national health movement and receive in return information that may save your own life or that of one dear to you."


**Rambling R...About**  
By THE RAMBLER

Frank Bratten handed to The Rambler this week a press release from Manitou Springs, Colo., in which a minister had suggested hymns to be

**FOR STATE SENATOR**  
I hereby announce my candidacy for the State Senate as one of the Senators from the Second District, subject to the will of the Democratic Party in the Primary on May 25, 1940.

**HUGH G HORTON**  
WILLIAMSTON, N. C.

**We've Been Married Twelve Years . . . .**



**But Our 144 Rent Receipts Will Not Buy Our Home...**

Now we have subscribed to stock in the Plymouth Building and Loan Association and are paying for our own home, which will be ours in a few years.

**Tenth Series of Stock—Dated April 1st—Now On Sale**

See Secretary M. W. Spruill at the City Clerk's office and enter your name for the number of shares you want at 25c per share weekly.

**PLYMOUTH Building and Loan Association**



**HIT-AND-RUN DRIVING**

By RONALD HOCUTT  
North Carolina Highway Safety Division

Calling attention to the seriousness of hit-and-run driving, Ronald Hocutt, Director of the Highway Safety Division, asserted recently that he has authority to suspend a driver's license in hit-and-run cases involving property damage only.

"The driver who damages another motorist's tender and tries to get away without reporting the accident is a potentially dangerous driver, so we are making suspensions in hit-and-run cases involving property damage only. Revocation is mandatory, of course, upon connection in hit-and-run cases involving a fatality or personal injury.

"Drivers must be made to realize the importance of stopping after striking another vehicle, a bicyclist, or a pedestrian. This is a serious offense, and the Highway Safety Division wants to do everything within its power to put an end to it."

remembered by the motorists as the speedster increased the rapidity of the movements of his machine down the highways, and it runs as follows:

"The motorists with any regard for his future abode" should sing hymns as the speedometer climbs upward," the Rev. L. C. Miller said in a safety sermon at the Mennonite Church.

His selections at the different speeds:

"At 25 miles an hour, 'I'm but a stranger Here, Heaven is My Home'; at 45 miles, 'Nearer My God to Thee'; at 55 miles, 'I'm Nearing the Port and Will Soon be at Home'; at 65 miles, 'When the Roll is Called Up Yonder, I'll be There'; at 75 miles, 'Lord, I'm Coming Home.'"

The newspaper is the most imposed upon institution in the United States, according to an article by Damon Runyon which ran as a King Features syndicated column in many daily newspapers. Mr. Runyon, who gained fame as a sports editor, columnist and writer of short stories, said in his syndicated column:

**NEWSPAPER OWNER PAYS**  
"If the owner of a newspaper goes to a restaurant for a meal, or to a

other consumer. He pays for his clothes, and his groceries, and his morning milk. He pays for his public utilities, and for everything else he gets. He expects to pay and probably is glad that he is able to pay.

"But now here comes a very curious situation. The newspaper owner also has something to sell, which is advertising space in his newspaper. The proprietors of the hotels and restaurants or the vendors of merchandise and public utilities would probably think the newspaper owner little better than a burglar if he sent around to them asking that they supply him with their commodities free of charge, yet some of them think nothing of cashing free advertising space from him.

**COMMON PRACTICE**  
"It is common practice nowadays for business enterprises of all kinds to employ publicity men, or press agents, for the sole purpose of getting all the publicity possible in the newspapers free of charge. As against this free publicity, some of the enterprises may buy advertising space, but often the extent of their buy does not measure up to what they ask for nothing.

"We are not criticizing the press agents. There is a recognized and an honorable profession. Sometimes it is almost an art. We are merely citing their occupation as a thumbnail illustration of a theory of ours that the newspaper is the most imposed upon institution in the United States—that it is called on to give, and does give, more for nothing than any other agency, public or private.

"This is in no sense a complaint on behalf of the newspaper. The newspaper never complains of its giving. If the Lord loveth a cheerful giver, he should most certainly love the newspaper, for it gives gratis of its space with amazing cheerfulness, which is perhaps one reason why it is so greatly imposed upon. We doubt that the average person realizes the extent of the imposition. Sometimes we wonder if the newspaper itself realizes it.

"It would be difficult to estimate in dollar and cents the value of the space wangled out of the newspaper every year free of charge by enterprises designed strictly for private profit. It would probably run into millions. Of course, the newspaper is not usually deceived as to the purpose of the enterprises, and it generally has the not wholly uncommercial idea that perhaps there is sufficient reader interest in the enterprise to warrant the free space, reader interest being the first concern of the newspaper.

"It is reader interest that causes the newspaper to give free of charge columns of space to the church and to charity and to civic affairs. However, this free giving does not come under the head of imposition. It comes under the head of community obligation, of which the newspaper has the deepest sense. If every community reciprocated in proportion, the newspaper would be a chieftain institution, indeed."



**WHITE PLUM**  
Peach LIQUEUR 100 PROOF  
Banana LIQUEUR 100 PROOF

Prepared by Greenbros. Inc. Cinti.O.

FULL PINT 80¢

**ONLY SAFE WAY TO BUY YOUR 1940 REFRIGERATOR**

*Look at the Size!  
Look at the Name!  
Look at the Price!*



**KELVINATOR** gives you full 6 1/2 cubic foot capacity... quality backed by America's oldest maker of electric refrigerators... and prices that are just as low as you might pay elsewhere for an out-of-date, last year's model.

Look at the features you get in the beautiful Kelvinator illustrated... cold storage tray... automatic light... 84 ice cubes—9 lbs... 2 extra-fast freezing shelves... the Polar-sphere sealed unit, that uses current less than 20% of the time, and has sufficient capacity to keep 5 refrigerators cold, under average household conditions... and many other conveniences.

Come see the complete line of great new 6 and 8 cubic foot Kelvinators. You can save \$30 to \$60 compared to last year. Ask for your free copy of "The 1940 Refrigerator Guide".

**BIG 6—6 1/2 CUBIC FOOT 1940 MODEL KELVINATOR \$114.75 \***

Delivered in your kitchen with 5 Year Protection Plan.

**PLYMOUTH FURNITURE COMPANY**

**Again! FORD LEADS IN ECONOMY**

**Official Results GILMORE-YOSEMITE ECONOMY RUN, JAN. 4, 1940, SHOW FORD BEST IN GASOLINE MILEAGE OF ALL THREE VOLUME SELLERS**



**'39 FORD V-8 '85' 24.57 MI. PER GAL.**

**'40 FORD V-8 '85' 24.92 MI. PER GAL.**  
2ND VOLUME SELLER 22.87 MI. PER GAL.  
3RD VOLUME SELLER 22.54 MI. PER GAL.

**8 CYLINDERS MORE ECONOMICAL THAN 6**

Look at the official records! Year after year Ford's compact, efficient V-8 engine shows better gasoline mileage than engines with fewer cylinders. And in addition to greater economy—you get added pickup, smoother traffic control and longer engine life.

America's highest priced cars all have "V" type engines. All Ford-built engines are "V" type.

**BESIDES GREATER ECONOMY FORD V-8 GIVES YOU**

- Biggest hydraulic brakes ever used on a low-priced car.
- Smart styling—inside as well as out.
- Smooth power and fast getaway.
- Exclusive "glide-ride"—with new ride stabilizer.
- Roomiest Ford interior ever built—with floating-edge seat cushions.
- The only low-priced car with a V-8 engine.

**PLYMOUTH MOTOR CO.**  
J. B. Willoughby J. R. Manning  
"THE HOME-TOWN BOYS"

**FORD FOR '40**