

Don't Fret, Joe Baby Will Return

By Joe Falls
In The Sporting News

Fret not, fans. Broadway Joe will play again.

It won't be quite the same as before—since he finally has met his match in Pete Rozelle—but you may rest assured that Joe Namath again will be calling the signals and turning the world upside down for the New York Jets.

Retire? Sure, he's going to retire. I am sure he meant every word of what he said in that tear-filled press conference in the back room of his nightspot, Bachelors III.

But it was his emotions speaking. Broadway Joe is that way. He's an emotional man. When these emotions subside and he realizes his responsibilities, he'll be back.

I'm just glad to see Rozelle stand up him.

Without doubt, Namath is the biggest name in sports today. He is bigger than Ted Williams, Vince Lombardi, Arnold Palmer, Mario Andretti and Bill Hartack. His name carries more weight than Andy Granatelli—and that's a lot of weight.

Who else could have taken the headlines away from horse racing's Triple Crown and "D Day" all at the same time?

Nobody but Broadway Joe.

He even may be bigger than life himself.

But you can be sure of one thing. He isn't bigger than Rozelle.

Nobody, as you know, has ever been able to get the best of Joe Namath—not Weeb Ewbank, not the Baltimore Colts, not those bevy of beauties he courts around Manhattan Island. But now he has met his match, and more power to the commissioner of pro football for facing up to him.

ROZELLE SHOWED COURAGE

Rozelle told Namath only one thing. He told him the game of pro football is bigger than he is. It took guts to do that. Rozelle knows exactly what Namath means to the game. He knows he is a multi-million dollar property—that he has had more effect on the pro game than any single player in history. As long as Broadway Joe pulls on those white sneakers for the Jets, he brings a special sort of magnetism—call it sex appeal, if you want—to pro football that simply doesn't exist in any other sport.

He can turn more people on with a single look from those dark eyes than most people can do in a season. Broadway Joe is something special, all right.

But even so, Rozelle is to be applauded for not making any compromises—even if it means the loss of millions of dollars in revenue. The whole point is that Rozelle is doing something for the good of the game—for the whole, rather than the part. He can only be commended.

Technically, Namath is right in saying he has done nothing wrong. But when you examine this thing closer, you find he did do wrong. He violated one of pro football's strictest rules—the one which emphatically states you cannot be seen in the company of known gamblers, even if you don't know them.

Namath knew of this rule and was reminded of it again and again, until Rozelle was finally forced to act by telling him he had to choose between his nightclub business and his football business.

Whether such a rule is fair can be hotly debated but, nevertheless, it is still a rule and Namath—like everyone else—has to live by the rules if he wants to play.

What complicates the whole matter is that Namath is more than a man who says he is not going to play football anymore unless he gets his way.

He is a symbol of his times. Namath is a

born rebel who is bucking "The Establishment". You can almost hear the young voice of the land crying out: "Go get 'em, Joe Baby."

They say he is a winner, and he is. But he is really the idol of the losers—the hero of the little man.

The Mets and Jets have bucked "The Establishment" here in New York because they have become the "People's Team". And Namath is the "People's Man."

AN OBVIOUS DISDAIN FOR AUTHORITY

He does what every little man would like to do. He flaunts society and defies convention. He wants to grow a mustache, he grows a mustache. He wants to take a drink, he takes it. He wants to go out with beautiful women, he does it.

Namath is almost like a one-man student protest. He has a disdain for authority and he lets it show.

But alas, Joe Baby is going to lose. He is going to lose because there is no way he can win. Unless we have a wholesale revolution, this thing the young people call "The Establishment" is still in control. And as long as it is, the Joe Babies will continue to run second. It may be a fighting, snarling, sneering second, but it's going to be second.

You see, the Joe Babies owe something to society whether or not they want to pay it. Why do you think Namath is so popular? Because he grows hair on his face and drinks and goes out with girls? He is up there because he can throw hell out of a football.

The rest follows. Football is first. His frolicking is second. Earl Morrill could have grown a beard to the ground after the Super Bowl and nobody would have cared.

That's why Namath will play again. That's why he MUST play again. It's the only way he can be heard, and Joe Baby wants to be heard.

Why do you think he called his own press conference? He could have simply picked up the phone and told his bosses that he was quitting. Instead, he got word to the press, radio and TV to meet him at his bar and gave them a show that would have pleased the likes of Sarah Bernhardt.

HE CAN'T HAVE IT BOTH WAYS

Namath is no different than most modern-day athletes. He'd like to have it all his way. He'd like to make his living off the public, but he'd also like to be able to tell the public he darned when he is not playing football. But you can't have both.

The athletes can't seem to understand this. They figure it is their right to do whatever they want when they're out of uniform. It doesn't work that way. They're making the dough they make because they are public figures. And because they are, they have certain responsibilities to the public. In the case of Namath, one of these is not to be seen in the same place as gamblers.

Namath is a hot property now and, if he sits out the 1969 season, he'll become even hotter. He'll become a martyr, and martyrs are big these days. Anyone fighting for a cause is accepted by the youth of the land.

But what happens after that? Everyone cools on yesterday's heroes. We've gone to the moon—what next, fellers? That's the way the world is.

No, Joe Baby will be back. He owes too many things to too many people. He owes something to his teammates, he owes something to the people he's in business with and he owes something to himself. This will bring him back more than anything else.

Two Franklinton Men Arrested In Raid

Three men were arrested, a pickup truck seized and a mammoth distillery destroyed in a pre-dawn maneuver within a stone's throw of a busy highway Saturday morning in southern Granville County.

Mike Zetts, in charge of the Raleigh ATF station, with members of his organization, Granville County ABC Chief Arthur Ray Currin and Wake County ABC officers participated in the raid, which took place on the west side of the Stem-Creedmoor road and within a short distance of a private-owned speedway.

Arrested at the scene were Thomas Jones, 32, white, of Franklinton, his younger brother, Bobby Ralph Jones, 27, also of Franklinton, and Wayne Clay (Rooster) Miller, 35, also white, of Rougemont. They are to be given a

preliminary hearing before a U. S. Commissioner in Raleigh Thursday, with trial to come later in U. S. Eastern District Court.

The outfit situated in a thick wooded area, included two 750-gallon stills operated by a 960 gallon low-pressure steam plant, with a 750-gallon plywood pre-heater mounted on top of the stills.

Officers said the plant had a capacity of 12,100 gallons of mash, with about half of the capacity filled. Zetts estimated the daily capacity in illegal whiskey at 484 gallons. A gasoline engine powered pump was used for moving water from a nearby stream.

When officers moved in on the operation, they found a 1961 model Chevrolet truck being loaded with one-gallon plastic jugs of whiskey.

Officers found 355 gallons of whiskey at the scene.

Zetts said the three would be charged with (1) Failing to post bond with the Secretary of the Treasury as a distiller; (2) Removal, possession and concealment of distilled spirits; (3) Failing to register a still; (4) Unlawfully producing distilled spirits; and (5) Conducting the business of a distiller with intent to defraud the government.

Stacked at the scene were over 1,000 plastic bottles for filling, collapsible cases in which to store them; a large quantity of coal and coke and scores of barrels, including a large number of pickle barrels, the large wooden barrels which are a favorite with the illegal whiskey trade.

More than a score of charges of TNT were used by agents to destroy the whiskey plant and the array of supplies found adjacent to the manufacturing enterprise.

Softball Results

(Frk. B.W.) In games played Tuesday night, Franklinton Fabrics beat Youngsville Teens, 8 to 0. In the second game Franklinton Town beat Schrader 4 to 2. And in the third game Wake Forest beat Union View 12 to 2.

In the first game Thursday night, Youngsville Teens beat Union View 20 to 1. In the second game Wake Forest edged Schrader 3 to 2. And in the third game Franklinton Fabrics edged Franklinton Town 8 to 7.

Standings	Won	Lost
Franklinton Town	10	1
Franklinton Fabrics	9	2
Youngsville Teens	6	5
Schrader	6	6
Wake Forest	3	9
Union View	0	11

Southeast Has Bright Future



A Seven-Pounder

Julian Nelms, son of Mr. and Mrs. Clemon Nelms of Centerville, is shown above with three terrapins found at his home. The largest weighs around seven pounds and is one of the largest found in this area, according to Mr. Nelms.

Staff photo by Clint Fuller.

"There is a bright future for agriculture in the Southeast in spite of the fact that farmers, growers and ranchers are being plagued with a cost-price squeeze and mounting labor problems," according to Mr. T. W. Allen, vice president of the Federal Land Bank Association of Henderson, who has just returned from the annual conference for directors and managers of Federal Land Bank Associations held at the Ocean Forest Hotel in Myrtle Beach, S. C.

"As farms become larger, there is an increasing demand for larger amounts of credit," Mr. Allen explained. "However, our Associations have the people and the tools to meet the increasing sound, productive and constructive long-term needs of farmers."

The Henderson Association is one of 46 farmer-owned Land Bank Associations which make and service long-term loans for The Federal Land Bank of Columbia, S. C. The bank now has approximately 40,500 loans outstanding in the amount of \$585 million with farmers, growers and ranchers in Florida, Georgia and the two Carolinas — with four states served by the bank.

Officials of the Henderson Association attending the conference were Jack E. Burroughs of Henderson, Director; N. E. Davis of Roxboro, director; Arch C. Hoyle of Henderson, director; and Gerald S. White, manager.

The Henderson Association handles the making and servicing of loans for the Land Bank in Vance, Franklin, Warren, Granville, Person, Durham, and Orange Counties out of the association office in Henderson.

Ball Game

(Frk. B.W.) The Union View Baptist Church Softball team played the ladies of the church Monday night in Franklinton. The men won 28 to 6.

It was the first win of the season for the Union View team.

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