

THE ENTERPRISE

Published Every Tuesday and Friday by The ENTERPRISE PUBLISHING CO. WILLIAMSTON, NORTH CAROLINA.

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SUBSCRIPTION RATES (Strictly Cash in Advance)

IN MARTIN COUNTY
One year \$1.50
Six months .75

OUTSIDE MARTIN COUNTY
One year \$2.00
Six months 1.00
No Subscription Received for Less Than 6 Months

Advertising Rate Card Furnished Upon Request

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

Address all communications to The Enterprise and not to the individual members of the firm.

Tuesday, May 23, 1933

Disregarding the Politicians

The acts of President Roosevelt and their resulting effects show that there are people who know much more about government than politicians do.

Heretofore, the policy has been for rulers to call a gang of politicians in whose principal thoughts centered around self for themselves, their friends, and their parties, hence there was nothing for the people at large.

President Roosevelt left off the politicians and went to men who had made a life study of political economy and the science of government. They knew the weakness and futility of the type of government Washington has been administering for many years. They advised the President to discard many of the former principles and strike out on new lines, and he did. Now we see the result—a government for the people rather than a government for the pilferers.

Strong party politics have almost destroyed our democracy. Mr. Roosevelt has cut them down to a minimum. Let's force politicians to be honest or do away with them.

More Character Needed

When a county votes to permit her people to enter into gambling schemes, the law should direct that no person living without the bounds of such county should be permitted to participate in the games.

Yet they know they will draw racketeers, the scum and riff-raff of the country to their communities to park and squat for weeks for no other purpose than to gull the earnings of people who will be sorry too late.

This country certainly needs more character, truth and honor.

A Broad Statement That Is True

A presiding judge in a Charlotte court last week made a pretty broad statement, nevertheless perfectly true. The statement came after several youngsters, ranging in ages from 13 to 19 years had confessed their guilt in store-breaking cases. He said "Parents are rearing civilization wreckers."

Of course, men and women generally would not prefer to admit the truth of this statement, yet this generation of young folks are capable of fooling fathers and mothers. It may be true that the youths of today are no worse—probably not as bad—as their fathers and grandfathers would have been with the same opportunities. The trouble today is that there are too many opportunities without any restrictions; and we have come to the place that we do not know where the young are nor how they are acting during a large part of the time.

Undoubtedly the trouble with many young people is that their parents are taking very little trouble to stay with them and advise with them, and are out seeing the sights themselves.

At any rate it is a serious charge for a judge to make; that is that "Parents are rearing civilization wreckers." And the worst thing about it is that we can not disprove the statement.

A Great Iniquity

Why did six North Carolina counties get laws through the General Assembly to allow gambling in their borders? It was not because men and women wanted to be robbed out of their money by swindlers; it was not because people wanted super-fun and pleasure, because gambling offers no such things. It was not for the purpose of improving the schools, the homes, the churches, the roads, the virtue, the morals, nor the intelligence of the people, because it offers none of these advantages.

It was because a gang of gamblers of the country came to North Carolina and presented a scheme to rob honest, inexperienced, weak, and foolish people, to certain men in these counties who do not care so much about decency and who are willing to enter into a combination to establish a gambling institution to rob their neighbors under the guise of going into the livestock industry.

Then they go to a legislator and get their scheme through. It is one of the greatest iniquities and devil-directed schemes that our people have fallen for in a long time.

Let the Laws Be Published

It will be a relief to the North Carolina people when the new laws are published, because so many things were done and partly done and then undone and later partly undone by the recent legislature that very few people know which side of the road to walk on or which side of the bed to sleep on. Of course, the members of the legislature know, but the common herd does not.

Let the laws come, so the folks will know how to behave themselves and where and when and how they are to pay taxes.

France Demands Safeguards

It would be easier for the nations of the world to agree on terms of peace if France was not scared. You see, she has been burnt, and, like all others who get burned, she is afraid of fire. She remembers those 75-mile shells that fell in Paris, and she knows the Kaiser is not dead yet; too, she fears that Hitler is even meaner than the Kaiser was.

The other nations will doubtless have to promise to drag Germany off of France in case of invasion before France ever agrees to any kind of arms limitation. She evidently wants peace that will protect.

Fooling the People

Some of our Raleigh correspondents whose writings appear in the various state papers seem to be obsessed with the idea that it is their business to tell the folks what to do rather than to record what the folks are doing.

Considerable criticism has recently come from these sources directed against the school people of the state. Of course, we are offering no defense for the errors school men have made, if they have made any. However, we think far more of the educators of the state, who, in most cases, have made many sacrifices for the improvement of our state and her people, than we do for certain politicians who have sent out shop-made propaganda against others in their own defense.

The man who stakes his life and his life's work on education is doing a far better work than the average politician. They are just as dependable, too. They work for less and do more, by far, than the average official.

We see no good reason why our new state school board should not be well represented by school men. When it comes to tricks to fool the folks, they can not compare with some branches of our public affairs.

Making Advertising Pay

Aztec (N. M.) Independent-Review
The most common question put to an editor is: "Do you believe advertising pays?"

To answer in the affirmative is only natural for any editor. His bread and butter is derived from the income received for advertising space. But to enter into detail in an effort to convince the inquirer is an act that is noble in purpose. So many items stand directly in the path of an effort to explain the point to decision that is convincing. Under the circumstances action, instead of words, must be the factor contributing to the positive proof of the affirmative answer.

Advertising is an investment in a business. It is an art that requires considerable thought and study because of the many different forms in which it can be used. The outstanding form of advertising is that of using the columns of a newspaper as a medium of reaching into the homes of buyers and prospective customers. No other form of advertising is as sure-shot and permanent as a well-written and displayed advertisement on the page of a newspaper. Message in a newspaper is as permanent as the home, for it lingers in the home after other forms of conveying the message have been forgotten.

Any form of advertising is better than none at all. But a message on a hand bill is soon destroyed, for handbills are substance of litter that mar the appearance of a well-kept home. Consequently hand bills are soon destroyed. Radio carries the message directly into the home but only ears that are attentive receive the message. Circulars or form letters reach the addressee in a personal form, but only the addressee in all probability will read the message. Stamped messages on gifts, etc., become more a hidden or secret code than a valuable advertising medium.

Advertising in a newspaper reaches every member in a home and every person who visits that home. When one member of a family reads a newspaper he carefully lays it aside for some one else to read. Every newspaper carries a message that is of importance to some one, and this often results in the filing of newspapers for future reference.

People do not have a set time to read their newspapers. They can read a small part during a few idle moments, return later and continue reading, each time the newspaper advertisement appears once more before their eyes. Newspaper advertising is a medium that can never be excelled.

The Lucky Mr. Lea

Beaufort News.
Ex-Senator Lea, of Tennessee, whose presence is greatly desired in the North Carolina penitentiary, must have money enough to employ some very shrewd lawyers. Convicted a year ago or more of defrauding a bank in Asheville of a very large sum of money and sentenced to prison he is still at large. His success in defeating the ends of justice must be greatly envied by many who did not steal near as much as Lea did and are now behind prison walls.

SELECT DATES FOR FARM MEET

Farm And Home Week At Raleigh To Start On July 24th

The thirty-first annual gathering of the North Carolina State Farmers' Convention will be held at State College during Farm and Home Week, July 24 to 29, inclusive, according to an announcement from Charles A. Sheffield, secretary.

The meeting this year will likely be the most notable gathering in the 30 years of the organization. Through the efforts of President E. C. Brooks, the American Institute of Cooperation will hold its short course and public meeting at the college this summer. The open meeting will be held at the same time as the farmers' convention. Dean I. O. Schaub has said that the annual conference of home and farm demonstration agents will be held at the same time, and Director T. E. Browne has stated that the vocational teachers of the State will meet during the week for their annual short course.

There is also a possibility that a school for Grange lecturers will be held at the college during the week. The Institute of Cooperation will attract leading educators from all parts of the Southeast and in addition, the officers of the Institute plan to bring to the College a group of outstanding speakers.

May Pay Farmer To Use Sidedressing for Crops

With better prices for farm crops in prospect, it may pay the North Carolina farmer to side-dress his crops this season with quick-acting nitrogen fertilizer. Nitrate of soda and other materials are cheaper in price now than in many years.

Forest in Town Defrays All Municipal Expenses

Not only does the town forest of Ebern, Germany, pay so well that no taxes are collected for operating the town, but, in addition, the forest provides a load of wood to each householder and 60 marks annual dividend.

NOTICE OF SALE OF REAL PROPERTY

Under and by virtue of the power of sale contained in a certain deed of trust executed to A. R. Dunning, Trustee, on the 13th day of July, 1932, and of record in the public registry of Martin County in Book C-3, at page 630, said deed of trust having been given for the purpose of securing certain notes of even date and tenor therewith and default having been made in the payment of said notes and the stipulations contained in said deed of trust not having been complied with, and Albert S. Peel having been substituted as Trustee for A. R. Dunning, deceased, by a proper paper-writing as allowed by law, the undersigned substituted trustee will on Saturday, the 10th day of June, 1933, at 12 o'clock M. in front of the courthouse door in the Town of Robersonville, North Carolina, offer for sale to the highest bidder for cash, the following described real estate, to-wit: 1st Tract: Adjoining the lands of Z. M. Whitehurst and others and beginning at a stake on the North side of the road leading from the Town of Concho to Tarboro, N. C., thence a northerly course at right angles with said road 70 yards to a stake, thence a westerly course at right angles 35 yards to a stake; thence a southerly course at right angles 70 yards to a stake, thence an easterly course 35 yards to the beginning, containing one-half acre, more or less, and being the same premises conveyed to Sallie A. Harrell by Z. M. Whitehurst and wife, Rebecca F. Whitehurst, by deed dated the 10th day of March, 1893, and of record in the public registry of Martin County in Book UU, at page 172 and 173, which said deed is hereby referred to for the purpose of giving a better description of said lot of land. 2nd Tract: That tract of land commonly known and described as the Taylor Farm, and adjoining the Z. M. Whitehurst, Tom Savage, the Mary W. House tract, now owned by the estate of H. K. Harrell, Zeb Hyman, Everett and Daniel and others, and containing 200 acres, more or less and being the same land and premises purchased by H. K. Harrell from John D. Taylor and being the same premises allotted to Sallie A. Harrell as her dower in the land of her deceased husband and of record in the office of the Clerk of the Superior Court of Martin County in the Book of Orders & Decrees, No. 6, at page 372, which said record is hereby referred to for a better description of said tract of land. This the 10th day of May, 1933. ELBERT S. PEEL, my-16 4w Substituted Trustee.

60% ALREADY KNOW!

THIS AD IS FOR THE OTHER 40% The Majority of People Know They Can Buy



Firestone

QUALITY and SERVICE

At the Same Price as Mail Order and Special Brand Tires

FIRESTONE realizes that any manufacturer to be successful today—and to continue to be successful must offer to the Public **QUALITY and PRICE**. There is no reduction in the quality of Firestone Tires. Today you can buy Firestone Quality at the same price you would have to pay for mail order and special brand tires.

THE NEW Firestone SUPER OLDFIELD TYPE

This tire is the equal of all standard brand first line tires in Quality, Construction and Appearance. Sold at a price that affords you real savings.

SIZE	PRICE
4.50-21	\$5.85
4.75-19	6.30
5.00-20	7.00
5.25-18	7.65

FIRESTONE OLDFIELD TYPE

This tire is superior in quality to first line special brand tires offered for sale by mail order houses and made without the manufacturer's name and guarantee. This is "The Tire That Taught Thrift to Millions."

SIZE	PRICE
4.75-19	\$5.65
5.00-19	6.10
5.25-18	6.85

FIRESTONE SENTINEL TYPE

This tire is of better Quality, Construction and Workmanship than second line special brand tires offered for sale by mail order houses and others and made without the manufacturer's name and guarantee.

SIZE	PRICE
4.75-19	\$5.10
5.00-19	5.48
5.25-18	6.17

FIRESTONE COURIER TYPE

This tire is of good Quality and Workmanship—carries the name "Firestone" and full guarantee—sold as low as many cheap special brand tires manufactured to sell at a price.

SIZE	PRICE
30x3 1/2	\$3.15
4.50-21	3.85
4.75-19	4.20

GREATEST

Tire
Battery
Spark Plug
Brake Lining
and
Accessory
VALUES
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Liberal Allowance for Thin, Dangerous Tires

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Visit the Firestone Building at "A Century of Progress," Chicago. See the famous Gum-Dipped tires being made in a modern Firestone factory