

THE ENTERPRISE

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W. C. MANNING Editor - 1908-1938

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Friday, June 9, 1939.

Losing Their Influence

Entertaining the belief that the press can do no wrong, many "yelping" publishers have exploited the public, dynamited the foundation of real democracy and released bales of criticism against those who would stop that exploitation and save them from themselves.

Writing in the Louisville "Courier Journal" a few days ago Mark Etheridge offers a timely and stinging rebuke to those newspapermen of the Gannett ilk, as follows:

"The future of the American press does not lie in the working of some mysterious miracle by an alchemist of the profession. It is wholly bound up in the character and the intelligence of the men who own and run newspapers.

"If the publishers of America go on blindly resisting the demands for change in the social order; if they go on interpreting those changes in terms of out-of-pocket costs to themselves, regardless of the general welfare; if they go on trying to pull America back into a world she will never know again; then newspapers are doomed to continued retreat.

"But if the publishers of this country have the intelligence to use the freedom which they have so long enjoyed; if they have prescience to see that they lost their leadership and their influence when they deserted the marching army of democracy; and if they realize that they can regain it only when they know again what the poor as well as the rich are thinking; if they have the humility to listen to the real voice that is America—the voice of the agricultural plains and the factories; if they have the determination, as Lincoln had, to "hunt the hidden purpose" up the winds of justice; if they have, above everything else, the determination to make some contribution toward the advancement of democracy, then they need not fear for their economic welfare or for their freedom."

This Baffling World

It's all so baffling. The agricultural colleges tell the farmers how to produce more when there is an admitted surplus of farm commodities.

The bankers tell us to be thrifty and save money, and right now the banks are bulging with money.

Every chamber of commerce is trying to get new industries to locate in their towns when, to tell the truth, industry now can run half time and supply the demands for its products.

The United States, and England, too, spent millions to build submarines to kill men in war and then turn around and spend hundreds of thousands trying to rescue a few men trapped in one of the death-dealing things.

There is no suggestion for the agriculturists to stop teaching; there is sound advice in the banker's recommendation to save; it is well for the chambers of commerce to be alive and working for new industries, and it may be well for Uncle Sam and Johnnie Bull to build submarines costing millions, but the whole dog-gone business seems queer because we are not trying to expand the markets and feed the poor to put those savings that are bulging the bank vaults to work in the interest of down-trodden mankind, to extend the necessities of life to the millions who now do not share in the products of industry, and because we are not trying to work for peace by peaceful means.

Honesty Best Policy

Rutherford News. We have all heard the saying, "Honesty is the Best Policy." There are some people in this county who are losing their credit. In other words, their word is not their bond. They have lost more than they realize. It is nothing short of a tragedy for a young person starting out in life with bright prospects to be labeled: "He will not pay his debts. He is dishonest. He will not do."

Our young people need to be taught the value of honesty and truthfulness. They also need to be taught to be good citizens. They need to learn that to be a good citizen one must be honest, truthful and willing to pay his debts, taxes and other obligations promptly.

A Disgrace

The fact that nearly 1,000 mentally unbalanced persons were confined in the common county jails in this State last year is a disgrace directly chargeable to the lawmakers and administration heads.

During the past few years, the various branches of government have been greatly extended, vast buildings have been erected to house this commission and that commission, but little or nothing has been done to care for the unfortunate ones who have rotted and died in the common jails, their feeble cries unheard.

If the present administration with its strong support from a great party cannot remedy such a disgraceful situation then it is high time that someone else was called upon to offer suffering humanity treatment deserving of a human being. It is a disgrace for a State with all its vast power to tax, tax, tax and tax to shirk its duty when it comes to the insane.

It is time to stop so much boasting about the State's credit and how cheaply its bonds can be sold, and start doing something about a bad situation which counterbalances all the assets claimed or otherwise possessed including a great governor.

Today, in the common jail of this county, two mentally unbalanced persons are dying by degrees for the want of proper attention. Their cries are not heard around the tables in Raleigh where too everlastingly much attention is centered on plum picking and rewards to the faithful.

Protection Against Fakes

Morganton News-Herald. In a town not far from Morganton an advertising outfit operated a scheme recently which left a number of the merchants bereft of their cash and with reflections of another sad experience with fakers. As a rule merchants are like newspaper editors—a gullible lot. They are easily "sold" on any proposition that "sounds good". In the aforesaid town the publisher wanted to send out a general warning all over the State advising other newspapers and, through them, local merchants to beware of this promotion bunch.

The proposition narrows down to the fact that in cases of this kind each community must be organized to take care of itself. Warnings are all right, but usually when the offending group has pulled such a stunt in one State they move on immediately to another—or at least to great enough distance that they are not easily caught. The best way to check their efforts is not to let them get started in the first place.

For years in Morganton we have had a "sanction committee" in the Merchants Association. The merchant who wants to protect himself against schemes and schemers has learned—sometimes by bitter experience—to inquire whether or not the proposition has the approval of this sanction committee.

Apparently throughout the State merchants are learning that they must organize, not only for mutual protection but in the interest of the general good and advancement of their individual communities. Morganton has no greater asset than the local Merchants Association and Chamber of Commerce.

In this connection we are interested in the program of work outlined for the newly organized merchants association at Waynesville. It offers objectives that any association might strive to attain. We would call special attention to No. 2 of the proposals, but all are worthwhile:

1. Community wide trade events.
2. Uniform policy as to outside advertising solicitations.
3. Promotion of good roads.
4. Promotion of completion of Blue Ridge Parkway.
5. Formulation of policy as to legislation affecting merchants.
6. Regulation of store hours.
7. Regulation of holiday observance.
8. Joint action in promotion of community.
9. Promotion of industry.
10. Promotion of better stores.

Tip To Pedestrians

Transcript and Messenger. If you walk on the highway in dark clothing at night you greatly endanger your life.

The automobile driver, even if his machine has the best of lights, may not be able to see you until he is directly upon you. Until it is too late for him to avoid an accident.

Highway accident statistics are grim with their listings of lives of pedestrians snuffed out while walking at night along highways, especially in the rural sections.

Here is a valuable tip if you are forced to do some walking along the highway at night. Wear light colored clothing if you can. In so doing you have greatly increased your visibility to the automobile driver.

If you can't wear light-colored clothes, do the next best thing. Carry a newspaper in your hand, a newspaper partly unfolded so it can be seen easily. Or tie a handkerchief on your sleeve giving it as much spread as possible.

And always walk off the highway facing the traffic that is approaching you.

Elemental little ideas, aren't they? But used they may save a life.

He who has the truth at his heart need never fear the want of persuasion on his tongue. — Ruskin.

DR. V. H. MEWBORN
OP-TOM-E-TRIST
Plymouth office, Liverman Drug Co., every Fri., 2 to 5 p. m.
Robersonville office, Ross Jewelry Store, Tuesday, May 23.
Bethel office: Rives Drug Store, Store, Monday, May 22.
Eyes Examined - Glasses Fitted
At Tarboro Every Saturday
Williamston office, Peele Jly Co., every Fri., 9:30 a. m. to 12 m

NOTICE OF SALE OF REAL ESTATE

North Carolina, Martin County. Under and by virtue of the power and authority contained in that certain deed of trust executed by Gurthie E. Ayers, unmarried, to Joseph J. Cockerham, Trustee, which said deed of trust is dated September 15, 1934, and recorded in Book M-3, at page 251, of the Martin County Registry, default having been made in the payment of the indebtedness thereby secured and in the condition therein secured, the undersigned substituted trustee by instrument recorded in Book Z-3, at page 28, Martin County Registry, will on Saturday, June 24, 1939, at or about twelve o'clock Noon at the courthouse door at Williamston, North Carolina, offer for sale and sell to the highest bidder for cash the following described property:

All those certain pieces, parcels and tracts of land, situate, lying and being in Hamilton Township, Martin County, State of North Carolina, and described as follows:

FIRST TRACT: Beginning at the corner of Tract No. 5, which is now owned by R. W. Salisbury, running thence North 71-2 degrees, East 843 feet to a stub; thence North 5 East 157 feet to the corner of Lot No. 7, which is now owned by Collin Green; thence running along Collin Green's line North 84 degrees West 3367 feet to Rocky Swamp; thence along the various courses of Rocky Swamp South 8 East 200 feet; thence South 16 West 100 feet; thence South 13 West 200 feet; thence Southeast 600

feet to Lot 5; thence along Lot 5, which is now owned by R. W. Salisbury South 84 East 3044 feet to the beginning, containing seventy-five and two-tenths (75.2) acres, to be the same more or less, bounded on the North by the lands of Collin Green, on the East by LaFayette Station, on the South by R. W. Salisbury, on the West by Collin Green.
SECOND TRACT: Beginning on the road at the corner of Lot 13, running thence along the line of Lot 13, which is now owned by W. A. Peak, North 34 1-2 East 1857 feet to Wolf Pitt Swamp; thence the various courses of Wolf Pitt Swamp North 51 West 250 feet; thence South 45 West 150 feet; thence South 22 West 100 feet; thence North 63 West 450 feet; thence North 72 West 900 feet; thence North 64 1-2 West 500 feet; thence North 73 West 500 feet; thence North 81 1-2 West 100 feet to Lot 8, now owned by Kennie Williams; thence South 8 West 1908 feet, a road; thence along the road South

57 East 1860 feet to the beginning, containing ninety-six and three-tenths (96.3) acres, to be the same more or less, bounded on the North by J. A. Kitchin, on the East by W. A. Peak, on the South by W. A. Peak, on the West by Kennie Williams.

Terms of sale cash and trustee will require deposit of 10 per cent of the amount of the bid as evidence of good faith.

This 24th day of May, 1939.
W. A. GERALD,
Substituted Trustee.

AUTOMOBILE LOANS

We will lend you money on your car or refinance your balance due and make your payments smaller. Bring your car over and talk with us.

INSTALLMENT LOANS

SAVINGS

INDUSTRIAL BANK

ELIZABETH CITY, N. C.

MEMBER F. D. I. C.

CHEVROLET

Shift with that **EXCLUSIVE VACUUM GEARSHIFT** and watch Chevrolet out-sprint the field!

Regardless of what make of car you are now driving, we urge you to drive a new Chevrolet with Exclusive Vacuum Gearshift, which goes into action automatically and supplies 80 per cent of the shifting effort, the moment you touch it with your finger, thanks to an exclusive vacuum booster!

You owe it to yourself to learn how much more easily and effortlessly and efficiently you can shift gears with Chevrolet's Exclusive Vacuum Gearshift.

So please accept this invitation to see your Chevrolet dealer today; take the wheel of the nation's largest selling motor car; shift with that Exclusive Vacuum Gearshift and watch Chevrolet out-sprint the field!

FIRST IN ACCELERATION
FIRST IN SALES
FIRST IN ECONOMY
FIRST IN VALUE

CHEVROLET
A GENERAL MOTORS SALES



- | | |
|-------------------------------|------------|
| Palmolive | 3 for 20c |
| Super Suds (Red Box) Regular | 3 for 25c |
| Super Suds (Red Box) Giant | 2 for 35c |
| Super Suds (Blue Box) Regular | 3 for 25c |
| Super Suds (Blue Box) Giant | 2 for 43c |
| Octagon Soap (giant) | 6 for 25c |
| Octagon Soap (small) | 10 for 23c |
| Octagon Powder (Large) | 6 for 25c |
| Octagon Powder (small) | 10 for 23c |
| Octagon Toilet | 6 for 25c |
| Octagon Cleanser | 2 for 3c |
| Octagon Chips | 2 for 18c |
| Octagon Granulated | 2 for 18c |
| Crystal White Soap | 3 for 14c |
| Hollywood Beauty Soap | 3 for 14c |
| Creme Oil Soap | 3 for 14c |

Moore Grocery Co. PHONE 169

ROANOKE CHEVROLET CO.

Fair Enough FOR OVER 2,000,000 AMERICAN WOMEN

TOMORROW'S COOKING METHOD HERE TODAY

Electric cookery is replacing old-fashioned methods just as naturally and as obviously as electric lights replaced old-fashioned oil lamps.

The reasons, too, are obvious because modern Electric Ranges are so quick—so cool—so fast—so clean and easy to keep clean.

Like the New York World's Fair itself, modern Electric Ranges represent the last word in streamlined design and advanced construction features.

So why don't you do as over 2,000,000 other American women do, enjoy Tomorrow's cooking method Today? Ask us—or your dealer—for full details—also about the small down payment and easy monthly terms.

ELECTRIC BUILDING
Be sure to visit the Electric Building sketched here when you attend the world of Tomorrow!

VIRGINIA ELECTRIC AND POWER COMPANY