

THE ENTERPRISE

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Six Million Pounds Our Goal

The estimate of a few weeks ago that Williamston would sell this tobacco season five million pounds of tobacco now seems to be entirely too low. Conservative estimates place the number now at six million pounds and over.

This will be a decided increase in number of pounds over previous years. But does this increase bring the amount to what it should be? No. An increase of even six million pounds over last season will fall far short in bringing the number of pounds to what they should be. Some have stated that this market should sell 20

million pounds of tobacco every year. That the advantages are such that 20 million pounds of tobacco could be sold and be done very easily. It was not a local man that said it, but he is a man who knows. The next question brought this answer, "When the people of Williamston get out and advertise their market, back their warehouses, then your town will be on the road that will lead to the selling of twenty million pounds of tobacco."

From indications of the past few days, we are on that road, and with the combined help of all we will reach the goal as placed by our friend.

The Business Outlook

What of the business outlook seems to be the thought of the nation. For years the upper gang has been seeing good business just ahead, and taking their word would have taken our minds off the mortgages that were being made everywhere.

Now that the rank and file of the people have been beaten on the financial rocks until they have stood about all that they are able, the time has come for a change. So why not for the better?

We have gone far enough in the year to see a fair corn crop. The cotton crop will be larger than for several years; the tobacco crop will be good; the prices and production of potatoes, melons, peaches and all other crops common to this section of the country are good.

Now, the principal question from the farmer is, how about prices? The

biggest factor in determining the price will be the attitude of the moneyed folks. If they believe the public has stood about all it can, then they will give business a dose of elixir to swing the people back into state of good feeling.

The long depression would indicate that it is time for a good business year. It would seem almost impossible for the tobacco magnates to beat down the price of tobacco, a thing they will not do so long as the farmers maintain a marketing association.

The price of cotton is lower than the price of other great products of the country. So we should not fear much lower prices on cotton.

What applies to cotton and tobacco is largely true of the other staples of the country.

Then why not some feeling of optimism and hope for better business conditions?

UNCLE SAM'S BEST SELLERS

Uncle Sam, one of the world's prolific publishers, has a "best seller." The publication, which became exhausted in June, 1924, has been revised for the third time and will soon be ready for distribution again. It is on the subject "Baking in the Home," and was first issued in July, 1917, by the United States Department of Agriculture.

During the period 1917 to 1924 more than 2,125,000 copies of this bulletin were distributed to the women of the country, other individuals, and organizations. The popularity of this bulletin would seem to indicate that "baking day" is still an important institution in the American home.

Other popular bulletins that might be listed as "best sellers" are those that have to do with poultry and gardening. Since July, 1916, a number of bulletins dealing with poultry management, poultry feeding, poultry diseases, and poultry house construction have been issued to supply the demand for information on poultry. Three of the more popular bulletins on the subject distributed during the period 1916 to 1925 amounted to more than a million copies each.

Four editions of bulletins dealing with the small vegetable garden were distributed during the same period to the amount of 3,530,818 copies.

Since 1916 the department has issued each year a publication listing and discussing the game laws of the United States for the season. Nine editions of this publication have had a total distribution during that time of 1,823,310 copies.

One other best seller, which has had up to the present time a distribution of more than a million copies, is the Farmers Bulletin No. 861, "Removal of Stains from Clothing."

By the time a lazy man gets up enough energy it is too late.

To many people are shaking heads and too few shaking hands.

The Philippine Islands have doubled their debt again. They will soon be qualified for high finance if this sort of thing keeps up.

John D. says it is impossible to get a monopoly of money. But John has not quit trying yet.

The rest of us could economize as well as Mr. Coolidge if we could see the ball games and everything for nothing.

This Week



By Arthur Brisbane
**DIMINISHING EARTHQUAKES.
NO THIRD TERM.
MUST THE STRIKE COME?
THE HEN, PIG AND COW.**

California earthquake reports dwindle down, as was predicted. Five times as many deaths in a small section of a big Eastern city, due to some disease outbreak, would attract no attention. Those that know California know that this misfortune of a moment will be wiped away, made up and soon forgotten. It will not check California's growth by as much as an hour.

The Italian earthquake in 1915 killed 19,973, and in 1908 earthquakes in Italy killed 76,482. Italy has volcanoes in addition to earthquakes, yet nobody says, "I shall not go to Italy." A dozen killed in California, and "vicious publicity" makes of the event a GIGANTIC DISASTER.

Some Wall Street gentlemen organized a little panic based on Santa Barbara's earthquake and now wish they hadn't. They sold short California stocks, oils, rails, etc. But real finance knows that, compared to the total wealth of California, the property destruction in Santa Barbara is like losing one nail in a nail factory. The stocks "snapped" back again, and the panic promoters had their fingers pinched.

The New York Times devotes part of its front page to "a third term for Coolidge."

There can't be any Coolidge third term discussion until after the President shall have been re-elected in 1928. He has been elected only once thus far. If, as is probable, he should be re-elected in 1928, that would be his SECOND TERM and the right time to begin talking of a THIRD term.

When Washington was President and an aggressive editor was

While we reckon Evolution is a right smart institution, if not a most important one to us, for, our biggest minds have spouted fairly popped their fists and shouted, till they nearly make the opposition cuss! It keeps us small-folk nettled, cause they never get it settled—it leaves us blindly groping in the dark,—and we wonder if our cousins entertain the crowd by dozens, in an evil-smelling cage in Central Park? I don't know much about it,—I am half inclined to doubt it, as I contemplate the baboon in the zoo—I can't discern affection when he looks in my direction, so I slide off toward the kangaroo. It aint my inclination to disown my pore relation, nor to snub a decent feller that's my kin, but if Adam was a monkey—and his great-grandson a donkey, can't ye see the sort of fix that we are in? Let us come to some conclusion that will settle all confusion as to whether we was tadpoles at the start.

Third term talk now should be postponed by sensible people until about 1930. Meanwhile, there is plenty of work for the people to do without worrying about distant issues. If the President carried the nation successfully through his FIRST elected term, without serious mistakes or setbacks, he will have rendered a great service to the United States, and the people of his party, not being idiots, will ask him to take charge for four years more.

A great coal strike threatens here, as similar strike threatens England. Mr. Lewis, leader of coal miners and owners of mines should think it over carefully.

To force a strike, when the people are willing to pay a fair price for coal based on fair wages, is folly and the intelligence of organized money should find a way to prevent it.

The man responsible for the success of the coal miners' union knows that this is not the best time for strikes, and he will avoid THIS strike, if in any just way it can be done.

Insurance authorities, that ought to know, deny that cancer is hereditary. Nature protects the unborn child. Study of thousands of cases proves that the disease is not inherited, also it is NOT CONTAGIOUS. Unlike consumption and other diseases, you cannot "catch" cancer from its victim. It is important to have this known.

Missionaries to Africa take a tame menagerie, including chickens, pigs, cattle and goats. As they travel, the missionaries will observe how these interesting animals all represent EVOLUTION. The White Leghorns and Rhode Island Reds come from jungle fowl. Cows are improved sisters of the auroch, the buffalo, or the zebu. The pigs have their relatives scattered from the tapira in South America to the fierce, big-toothed wart hog of the jungle, or the hippopotamus.

Everything proves that constant change, or evolution, exists in the animal kingdom. Only the blind don't see it.

Poem

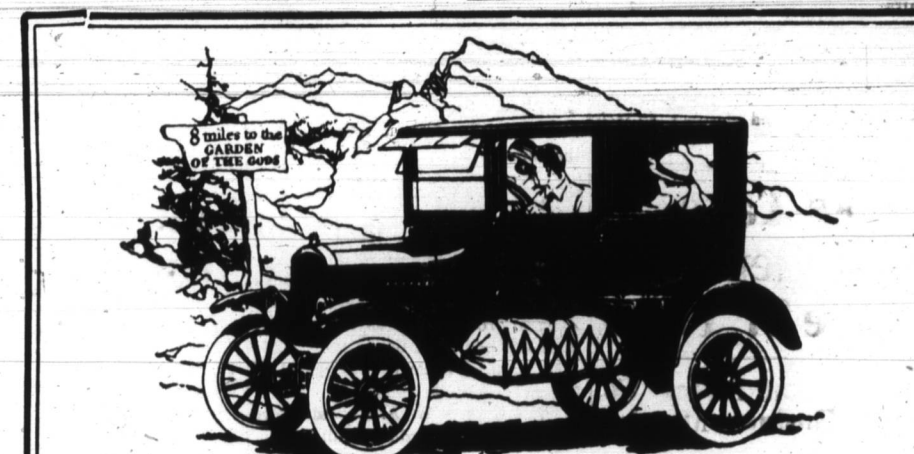
By Uncle John

While we reckon Evolution is a right smart institution, if not a most important one to us, for, our biggest minds have spouted fairly popped their fists and shouted, till they nearly make the opposition cuss! It keeps us small-folk nettled, cause they never get it settled—it leaves us blindly groping in the dark,—and we wonder if our cousins entertain the crowd by dozens, in an evil-smelling cage in Central Park? I don't know much about it,—I am half inclined to doubt it, as I contemplate the baboon in the zoo—I can't discern affection when he looks in my direction, so I slide off toward the kangaroo. It aint my inclination to disown my pore relation, nor to snub a decent feller that's my kin, but if Adam was a monkey—and his great-grandson a donkey, can't ye see the sort of fix that we are in? Let us come to some conclusion that will settle all confusion as to whether we was tadpoles at the start.



Judge's Josh

SARAH DIEPHEWIS, THE SCHOOL TEACHER, MUST BE PRETTY OLD. SHE TOLD ME SHE "TAUGHT" CANNERS!



Let Nature Be Your Guide

You will never know the true beauty of Nature if you keep always to the main travelled highways. Her real delights lie far from the beaten paths—in the fragrant woods; in quiet flower-decked valleys; by the side of joyous, sparkling streams. Only dirt trails lead to these spots; trails hard to travel—save in a Ford. To the Ford they are all open. Be-

cause a Ford Car, light yet powerful, comes easily through the hardest going.

Let your Ford take you away from the crowds this summer—into peaceful solitudes, where you can take your fill of beauty undisturbed. Venture without fear—it will carry you where you will; safely, easily and comfortably.

Ford

Runabout - \$260 Coupe - \$520
Touring Car - 290 Fordor Sedan - 640

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SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

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\$580

F. O. B. Detroit

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Williamston Motor Co.

Successor to B. R. Barnhill

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NOTICE OF ADMINISTRATION

Having this day qualified as administrator of the estate of S. R. Reddick, deceased, all persons holding claims against said estate are hereby notified to present same for payment on or before the 16th day of July, 1926, or this notice will be pleaded in bar of their recovery.

All persons indebted to said estate will please come forward and make immediate settlement of same.

HUGH G. HORTON
ATTORNEY AT LAW

First Floor Peoples Bank Building
Williamston, N. C.

This July 16th, 1925.

July 17 8th

Administrator.
J. D. SLADE,

D. SWIFT and CO.

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PATENTS

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PENDER'S

SNOWDRIFT

1 lb. can 23c 2 lb. can 43c
4 lb. can 81c 8 lb. can \$1.52

CHEESE, Best American, pound 33c

OIL

Domestic	Imported Olive
Wesson, Pint can 27c	Re Umberto, 2 oz. bot. 14c
Quart can 50c	4 oz. bot. 27c
Gallon can \$1.85	1-2 pt. can 32c
Mazola, Pint can 29c	pint can 53c
quart can 55c	quart can 95c
gallon can \$1.90	1-2 gal. can. \$1.90

PEANUT BUTTER, pound 23c

MAYONNAISE

Gelfand's	French's
3 oz. bottle 13c	3 oz. bottle 12c
8 oz. bottle 25c	8 oz. bottle 23c
Pint jar 49c	Pint jar 45c
Quart jar 87c	Quart jar 83c

PICNIC SHOULDERS, pound 24c

CEREAL

Post Toasties, pkg. 10c	POSTUM CEREAL
Kellogg's Corn Flakes, pkg. 10c	Small pkg. 12c
Post's bran, pkg. 12c	Large pkg. 22c
Kellogg's bran, pkg. 13c	
Shredded Wheat, pkg. 16c	INSTANT POSTUM
Puffed rice, pkg. 16c	Small can 25c
Puffed wheat, pkg. 14c	Large can 49c

SUGAR, best granulated, pound 6 1-4c

SUMMER DRINKS

Grape Juice	Ginger Ale
Weich's, small bottle 12 1-2c	C & C Imperial, dry, bot. 18c
pint bottle 35c	Chiquet Club, bottle 18c
quart bottle 65c	Jamestown, bottle 12c
Armour's, small bottle 12c	Yorktown, bottle 18c
pint bottle 28c	
quart bottle 55c	ZaRez, pint bottle 85c

LEMONS, Dozen 29c

HONEY GOLD OLEOMARGERINE

1 pound print 27c

A remarkably low price for this very high-grade article!

Salt

Salt	Salt Pork
D. P. (Morton quality) pkg. 1lb. 11c	Rib, pound 28c
Morton's pkg. 5c	Plates, pound 24c
Triangle, pkg. 5c	Fat backs, pound 22c

FLOUR

Palace Patent or Wonder Self Rising	Pillsbury's
6 lb. bag 33c	6 lb. bag 36c
12 lb. bag 67c	12 lb. bag 71c
24 lb. bag \$1.29	24 lb. bag \$1.49
48 lb. bag \$2.45	48 lb. bag \$2.79
96 lb. bag \$4.75	96 lb. bag \$5.25

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Special Orchestra—Dancers, \$1.00

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