

THE ENTERPRISE

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Tuesday, June 6, 1950

Weighed And Found Wanting

There's still some talk about pulling Spain's Franco under America's wing, but impartial observers have weighed Madrid and found it wanting.

Small groups would overlook the slaughter of the second and recognize him. Others ask, "Should a land which stands for progress and individual liberty help a power which stopped progress and despises personal freedom?"

Some would recognize the butcher even though he has been openly and boastfully Fascist, and has called Democracy decadent just as Hitler and Il Duce called it decadent. They would recognize Franco even though his government has and continues to express hatred and contempt for the United States, calling it immoral, Protestant and stupid.

Franco's government deliberately and callously flaunts many of the advances which human decency and dignity have won through centuries of struggle. It suppresses freedom of speech, freedom of religion, freedom of politics, and freedom from unjust persecution exactly and to almost the same extent as do the Communist of eastern Europe.

Any criticism of the regime is cruelly suppressed. All religions other than the Roman Catholic are restricted and on occasions, even persecuted in a way which no truly enlightened nation would tolerate. As in the Soviet Union, so in Spain only one political party is allowed.

Just as among the Communists of eastern Europe, the Fascists of Spain arrest, torture, and execute without a shadow of justice all those who oppose them in even the slightest degree.

The Franco government has not done one thing for the common people.

And yet, that is the regime our State Department is proposing to help restore to international dignity.

Wealth's Deceptions

Wealth is supposed to increase the happiness of the home and yet all too often it divides it and separates even bosom friends. It breeds envy and hate between brethren and sometimes curses the very home which it was expected to bless. It makes children less amenable to control and seems to come between them and their parents, so that they become separated in thoughts and alienated in affection. The man who thinks that happiness is increased with the increase of wealth has only to look carefully at the world's records for some thousands of years to witness the contrary. The poor man has a better chance of happiness than his rich brother; the rich boy is handicapped far more in life's race than the son of the poor man. Wealth is more often a burden than a blessing; better not to pay too much for it. It isn't worth it. — The Record.

The Fiddler Must Have His Pay

He who dances must pay the fiddler, it has been explained time and again, but quite a few want to hear the music and pay nothing for listening.

Curtailed postal service has brought complaints, and in many instances those complaining about the service are against any rate increase or an adequate appropriation for the maintenance of top service.

After all, we get just about what we pay for, and it is unreasonable to expect more.

"I would like to get all the rulers of the world into one room and tell them to remember God." — Joe R. Hanley, Lieutenant-Governor of New York.

Looking Self-Ward

The Uplift.

Instead of constantly tearing to pieces this or that person in our circle of acquaintances, why not spend a little time in criticizing and sitting in judgement on that individual who really deserves it, that person who is our only real enemy—ourselves? There is no one anywhere whom we have a greater right to criticize, dislike or mistrust than we, our selves, if we would be as freely observing of ourselves as we are of others.

Let us be perfectly honest and ask ourselves this question: If I were choosing a friend, would I select one just like me; if in trouble would I select as a confidant a person like me; in choosing a partner, would the person selected be one like-me?

It is impossible for us to get away from ourselves. If we dislike a certain person, if we mistrust a friend, we can growl and keep away. This man "Me" we can never get away from. He is with us twenty-four hours every day.

If we fooled our acquaintances as we sometimes try to fool ourselves, it is hardly likely we would have a friend in the world. To "see ourselves as others see us" would certainly change our attitude toward all mankind.

How gloomy life would be if we were as conservative in praising ourselves, those around us would think us most charming liars, and take a firm grip on their pocket-book. If we put our best self forward with others as we try to do with ourselves, people would think of us more kindly. If we overlooked the faults of others as we do our own, we would be looked upon as being far more charitable than we are reputed to be.

How lovely would be this old world if everyone would be as nice to each other as we are to ourselves.

'Vote Panhandle'?

Christian Science Monitor.

There are a couple of refreshing notes in the comment of Ben H. Guill of Pampa, Texas, on being the first Republican congressman elected from Texas in 20 years.

One is the hope that his election will be taken in Washington as at least "one small protest" against some current trends. The other is his hope that it may be the beginning of a two-party system in Texas.

We hope, though, that he does not mean all that may seem to be implied by his further declaration, "I'm not going to vote Republican or Democratic—I'm going to vote Panhandle."

As an avowal of independence that is fine; but as a perhaps unconscious expression of localism it is dangerous.

Too many other representatives and senators already have been voting with easy disregard of the interests of the United States. They have not always remembered in Congress even the platform pledges of their party.

There has been too much tendency simply to vote Missouri Valley, Wabash Valley, Pacific Northwest, cotton states, silver states, New England, Chesapeake Bay, Tennessee, Arizona, Grand River, Pamlico County, Fly Creek, Horseshoe Cove, or Chippewa Falls.

This can amount in the aggregate to a very insidious and injurious "panhandling" at the expense of vital national undertakings. As manifested not only in the recent rivers and harbors bill but in other sectional legislation, the argument to "keep money at home" can result in boondoggling while the world burns.

We hope the gentlemen from Texas will not vote "vote Panhandle," but — trite though it may sound — will vote American, and will on occasion even vote as if the world were his constituency (which, in a measure, it is).

Where Do They Come From?

Clipsheet.

The superintendent of the Keswick Colony of Mercy, Keswick Grove, New Jersey, Dr. Addison C. Raws, says that alcoholics are coming from "homes like yours—families like yours—from schools like yours—from communities like yours — and even from churches like yours. Drink is no respecter of persons, and alcohol chooses its victims from every walk of life—doctors, lawyers, university professors, men of almost every profession and trade."

Dr. Raws states further, that he was talking with a judge from a southern state who sought help in breaking the grip of the alcoholic habit. In the conversation he mentioned the name of a newspaper man from the same city. "That judge replied, 'Yes, I knew that man. When I first became a judge, the second case to come before me for trial and sentence for drunken driving was that man.' Then he added rather sadly, 'Since that time, I, myself, have been sentenced for drunken driving.'"

Yes, your friends who seem so poised and so in command of their drinking, are just as much in danger of alcoholism as those they look upon as socially untrained and "weak."

BROADWAY AND MAIN STREET

Case of Champagne vs. Coke: Fifty Million Frenchmen Wrong

By BILLY ROSE

No French champagne is being sold at my night club in New York and patrons who request same will have to settle for domestic fizzes—which is a lot easier on the pocketbook.

What gives? The French Communists and Coca-Cola—that's what gives. As you probably know, the French national assembly recently passed a bill which, without naming the product, would prohibit the bottling and sale of Coca-Cola in France and its colonies.

Two-pressure groups, were responsible for this measure—the wine interests which feared that the soft drink might cut into their profits, and the Communists, who, though they have no love for the vintners, saw an opportunity to take a rabbit punch at the United States.

Suiting invective to word, the Commie paper, L'Humanite, unleashed a campaign against the "coca-colonization" of the country, loud-mouthing that the basic syrup is highly toxic and would turn La Belle France into a nation of "coca-holics."

At the same time, the right-wing press, fronting for the fizzes merchants, began to blab along the same lines, and even the usually sensible Le Monde warned that "the moral landscape of France is at stake."

Before I go any further, let me get it into the record that I'm not a big Coke drinker and never owned a share of stock in the company. As far as I'm concerned, the beverage is just another American product like Orange Crush, 7-Up or Dr. Brown's Celery Tonic.

By initiating an anti-coke campaign, they have given Stalin's stooges a made-to-order excuse for yelling, "Down with American imperialism!" — the same sleazy slogan used by Commies everywhere to divert attention from the accomplishments of the Marshall plan.

Morevoer, I'm hereby appealing to hotels, restaurants and night club proprietors all over the country to follow suit—and to wire or write me when they do. And if they'd like to explain the boycott to their customers, they're at liberty to run off reprints of this column—of course crediting this paper.

And remember, Messieurs et Mesdames, if that doesn't work we can get really tough and stop buying your French postcards.



Billy Rose

As for the argument that the distribution of Coca-Cola would create unemployment and cut into profits—that, too, is a lot of bottles. The set-up of the Coca-Cola Export Corporation is such that the entire manufacture and sale would be carried out by French personnel, on French territory, and under French supervision and ownership. Or to put it another way, it would be the beginning of a new French industry, and potentially a pretty big one, judging from the fact that more than 100,000 Americans derive part or all of their incomes from the parent company and its subsidiaries.

From where I cogitate, it boils down to this: John Q. Frenchman is being denied a choice between Leftists, aided and abetted by the bird-brain Righties, don't like the Coke and vino only because the country Coca-Cola comes from.

Well, Messieurs et Mesdames, you can play at boycott as well as one, and so, no French champagne will be sold to my night club until the idiotic ban against our home product is lifted.

Morevoer, I'm hereby appealing to hotels, restaurants and night club proprietors all over the country to follow suit—and to wire or write me when they do. And if they'd like to explain the boycott to their customers, they're at liberty to run off reprints of this column—of course crediting this paper.

And remember, Messieurs et Mesdames, if that doesn't work we can get really tough and stop buying your French postcards.

NOTICE OF ADMINISTRATION

Having this day qualified as Administrator of Joe Everett, Deceased, this is to notify all persons having claims against her estate to present them to the undersigned within twelve months from date hereof or this notice will be pleaded in bar of recovery.

All persons owing any debt to the estate will please make immediate payment.

This the 24th day of April, 1950 Hazel J. Everett, Administratrix of the Estate of Joe Everett. ap 25- my 2-9-16-23-30

ADMINISTRATRIX NOTICE

Having this day qualified as administratrix of the late H. H. Cowen, deceased of Martin County, this is to notify all persons holding claims against said estate to present them for payment on or before the 29th day of April, 1951, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate settlement.

This the 29th day of April, 1950. Nettie M. Cowen, Administratrix mv 2-9-16-23-30 je 6

Advertisement for Pepsi-Cola featuring a couple and a sign that says 'MORE BOUNCE TO THE BOUNCE'. Text includes 'Have More Fun! Get Things Done! Get that PEPSI Bounce!' and 'MORE ZESTFUL TASTE... MORE SPARKLING "PICK-UP" AND TWICE AS MUCH, BESIDES! Get a carton today!'.

"Listen to 'Counter-Spy,' Tuesday and Thursday evenings, your ABC station" Under Appointment from Pepsi-Cola Co., N. Y., Pepsi-Cola Bottling Company of Greenville.

Advertisement for Guaranty Bank & Trust Company. Text: '2 KINDS You know, you've got TWO kinds of expenses. There are IMMEDIATE costs of living, and then there are things you've got to buy and pay for in the future. How about those long range expenses? You should be saving NOW, possible for a home of your own or Junior's education. \$1.00 BELK — TYLER'S'

BELK — TYLER'S HOME OF BETTER VALUES SPECIAL PURCHASES After Booster Days Tomorrow . . . 9 O'clock

Advertisement for Nylon Curtains. Text: 'NYLON CURTAINS We have just the right curtains to improve the looks of your windows and make them beautiful. Lace Net curtains. A regular \$3.98 value. \$2.77'

Advertisement for Men's Extra-Large Handkerchiefs. Text: 'Men's Extra-Large HANDKERCHIEFS A regular 15 cent value. Get a year's supply while they are so cheap. 7c BATH CLOTHS Large size bath cloths. Assorted colors. Only a limited supply so hurry down and get yours. 5c'

Advertisement for Hose. Text: 'HOSE 60 gauge, 15 denier, twisted Nylon. Lovely new fall shades in all sizes. First quality hose. \$1.09'

Advertisement for Ladies' Beach Wear. Text: 'Ladies' Beach Wear Beach balls, bathing suits, halters, beach jackets, T-shirts, bathing caps and several other things. Be sure to see these special purchases. \$2.88'

Advertisement for Bed Spreads. Text: 'BED SPREADS Lovely chenille bedspreads. Double bed size. Made in a good strong quality, sheeting. Rich colors. \$2.88'

Advertisement for Bemberg. Text: 'BEMBERG Be sure to get some of this material before it is all gone. Every piece is first quality. Get a supply early tomorrow. 77c'

Advertisement for Plastic Cushions. Text: 'PLASTIC CUSHIONS Pretty plastic cushions. Maise, green blue and red. Get some of these for the kitchen chairs. 79c Ladies' SANDALS All sizes, 4 to 9. Straps, closed or open heel and toe. You must see these After Booster Day Specials. Shoe Dept. \$1.00'

Advertisement for Special Sale. Text: 'SPECIAL SALE On All Pure Linens TABLE CLOTHS 52 x 52 \$1.47 45 x 45 \$1.29 This is the supreme bargain of bargains. Be sure to get your linens at Belk-Tyler's tomorrow. Doors open at 9:00 o'clock sharp. And several other pieces at close-out prices.'

Advertisement for Oil Cloth. Text: 'OIL CLOTH A real buy on oil cloth. Several different designs and colors. 41c'

Advertisement for Children's Anklets. Text: 'Children's ANKLETS Children's anklets in all sizes. Assorted colors. Only a limited supply so come early. Store closes at 12:30. 10c'

Advertisement for Sport Shirts. Text: 'SPORT SHIRTS FOR CASUAL TOWN AND VACATION WEAR Here are impressive savings for you in finest quality sportswear. It's a golden opportunity to complete an entire casual wardrobe—and do it at a savings. So hurry in today. \$1.00 BELK — TYLER'S'