

# The Enterprise

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## Japan Invades China Again

While the eyes of the world are focused on the European war threat aggravated by Italy, Japan has seized the opportunity to grab another slice of China and set up a puppet government much like the one established in Manchuria.

Employing the usual subterfuge which fools the world, Japan would create an autonomous government in northern China separate from the Nankin authority. According to the plans that are before a Chinese ruler would be at the head of the new government, but such pretense is easily understandable by the explanation that this leader is pro-Japanese as well as being hostile to the main Chinese authority. Regardless of the attitude of such a leader, there would be no question but that the Japanese army would be the true governing power being either actually on the scene of affairs or close striking distance, to enforce its will.

The territory affected by the edict of Japan embraces a wide section of China with some nine million inhabitants and is one of the most desirable parts of the country so far as foreign aggression is concerned.

Sharp protests by England and other countries halted action on the part of Japan for a brief period but the latest reports concerning the situation prove that the Tokio war lords are not to be deterred in their determination to invade China again.

Filmy excuses of banditry and lawlessness, alleged pro-Japanese sentiment in the territory and other make-shift reasons to justify the position Japan have been advanced by that country, but such alibis are recognized by the world in the true light and are not accepted as legitimate. Japan is on the war path once more and defenseless China is the victim again.

## Humor And Intelligence

The statement has been advanced that one's reaction to jokes fairly accurately reveals the measure of one's intelligence. In support of this interesting contention, a rather impressive argument is built up, based on the assumption that at the bottom of almost every joke there is a species of cruelty—that the smile of amusement is but the animal snarl of satisfaction in another's misfortune.

The fact is pointed out that the child laughs when an adult falls; that the jokes that amuse us most concern ignorance, misfortune or embarrassment; that a group of girls of young adult age, given a test in this field, laughed at jokes based on somebody's misfortune.

The humor of comic drawings, movie dialogue and vaudeville skits is a broad and simple humor, designed to amuse everyone. It serves the purpose but it may bore bright minds.

A joke that amuses the reader of headlines is lost on the one who reads editorial pages. The teacher of psychology who gave the joke test at a leading girl's college discovered that the girls least amused were the brightest.

This does not indicate that the sense of humor decreases as intelligence increases, but merely that common jokes, being designed to amuse the majority, lack the subtlety and the keen-edged wit necessary to win the appreciation of bright minds.

To be appreciated, a joke must contain something unexpected. But the quality of the joke depends wholly on the listener, so that the same point delights the simple because its point surprises them, disgusts the bright because its intent was obvious to them, and puzzles the stupid because the meaning is obscure.

Your reaction to the joke gives the measure of your wit. If you are stupid, you fail to laugh because you can't see the point. If you are bright you get the point and chuckle. If you see the point and remain unamused, you are too bright to enjoy a commonplace word.

## Profit And Serving

Hanging over the desk of a manager of a certain industry, is a little framed piece of wording, which is the following legend:

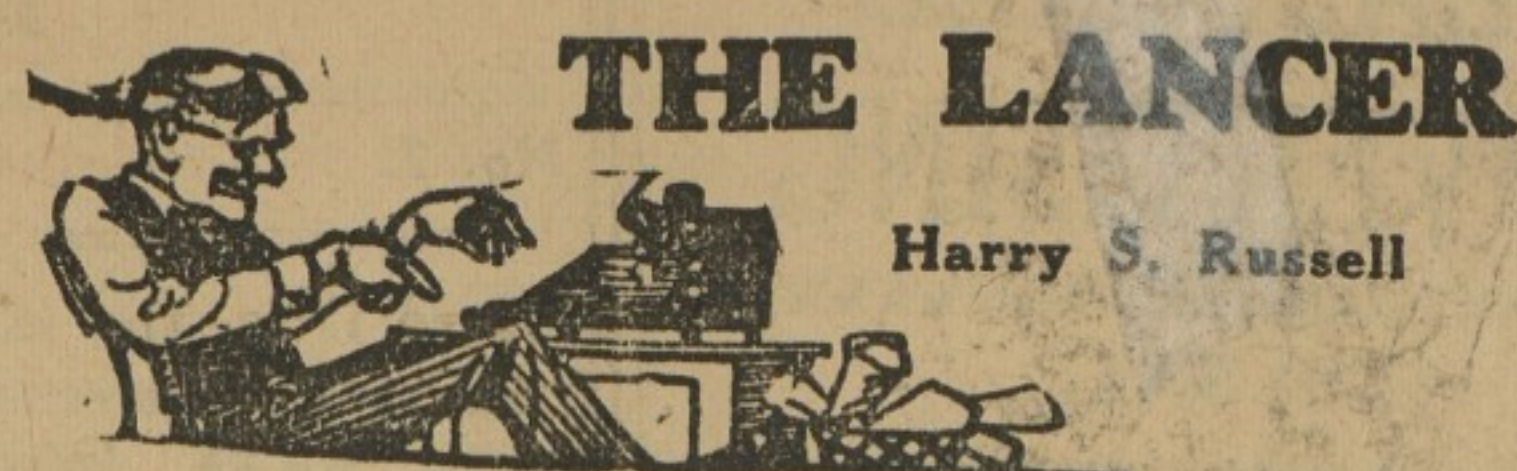
"Another day is here. Help us to meet the rugged requirements with cheerful faces. Give us the patience to serve faithfully and well; and at night loan to us sound and undisturbed sleep, that we may serve better tomorrow."

It sounds like a prayer, and it is. But not to the good God alone; it strikes the eye of the beholder, touches a new note in his being. It gives him a new angle on the manager and the establishment over which he has charge. It puts the man on the outside of the desk rail into a mood to do business quickly, generously and fairly. It is, also, a constant reminder to the manager himself that he sits here not so much to be served, as to serve. It is text that both customer and employe can take heart. It is in the last analysis, the platform upon which that firm does business.

And it is a good prayer and a good platform for service is the keynote of modern business. "He profits most, who serves best," wrote Plutarch, of Chicago, some twenty years ago and in every country the world over are at this time being by the thousands under the banner of the legend.

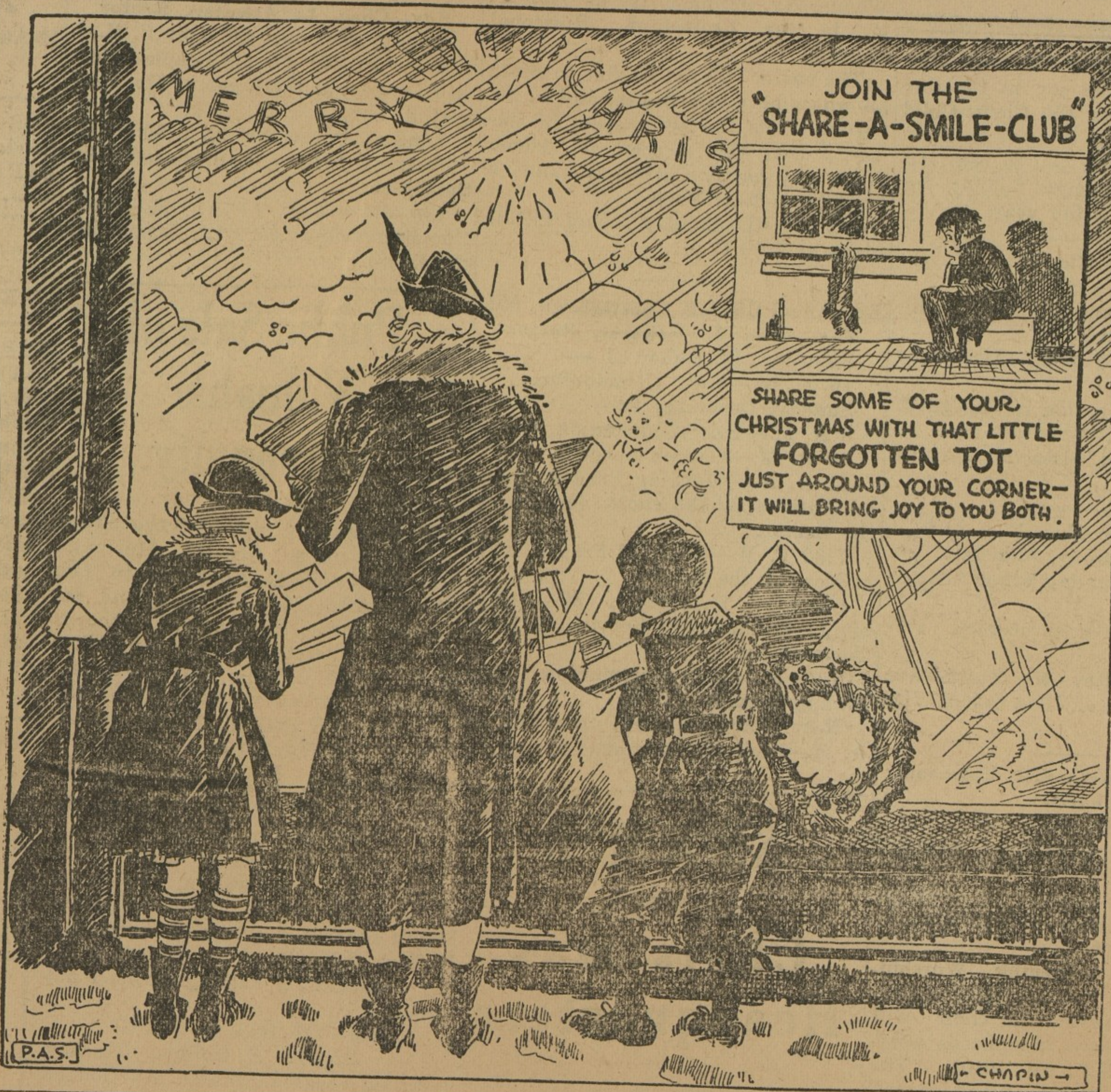
To be sure every business man strives to make profit. Profit is the badge of service. Doll the insignia of success. They, in this day of automation, are garnered by those who give to the best service. "Caveat emptor," the old man of the trade world, has become so millions do not even know what it means. Industries have come to the end of the fair play means better business, and rule they are living up to the text.

stock salesman calls on you, that is when a book salesman calls, is a



## JUST A REMINDER

by A. B. Chapin



## 20 Years Ago In The Enterprise

WEDNESDAY, DECEMBER 15, 1915  
The wedding of Miss Nettie Anna Maslin, daughter of Mr. and Mrs. William T. Maslin, of Quaker Neck, to Mr. Fred Hall Davis, took place at the home of the bride yesterday, Tuesday, evening.

Mr. Walter Simmons has been named wharf agent at Chestertown, succeeding Mr. Joel R. Clements, retired.

Dr. Louis C. Hess, of Cobleskill, N. Y., has opened dental offices in the John Dodd house on High Street. He is a graduate of the Baltimore College of Dental Surgery, Class of 1903.

Mr. J. T. Anthony was re-elected chaplain of the State Grange last week while Mrs. E. A. Scott, of Galena, was elected Pomona.

The Washington College basketball team opened its season by defeating Baltimore Poly 45 to 10 but dropped the second game, 30-15, to Loyola in Baltimore.

## Editorial Comment On Current Events And Public Affairs

### ROOSEVELT MUST BE JUDGED

BY HIS OWN ADVISERS

Gen. Hugh S. Johnson, sometime administrator of NRA, has lately declared himself in substance to be "for Roosevelt" but against his advisers.

Can a Chief Executive be sequestered from the blame or credit, as the case may be, for the acts of his administration? However much it may grieve some of his one-time associates, the immediate counselors and chief administrators under President Roosevelt are clearly of his own choosing, more so than in the case of some earlier presidents. And a President must take responsibility for his appointments. There is no indication that Mr. Roosevelt is not willing to do so. The tenor of his attitude is, "Love me, love my advisers."

Moreover, the very policies to which General Johnson and some others take exception have been by every evidence the results of the President's own decisions and desires—the devaluation of the dollar, the appropriations for work relief, the agricultural adjustment program and the reciprocal tariff policy.

It does not pay great tribute to the power and reception of a leader to suppose that the broad outstanding policies of his administration are formulated behind his back or that he is oblivious to the forces at work among the personnel on which his conduct of the nation's government rests. No; rather, President Roosevelt must stand or fall with the official family he has established. He must be accepted or rejected, take praise or censure, along with the Wallaces, the Farleys, the Hulls, the Hopkinses, the Ickeses, the Morgenthaus, the Perkins and the Tugwells alike whom he has brought into public life.—Christian Science Monitor.

### DR. TUGWELL'S VIEW

The America of our fathers doesn't rate so well with Dr. Tugwell. He says: "We have been pitiable grubbing creatures up to now, laboring in sweat and sorrow to make money, to multiply it at others' expense and to hide it away like misers for our children."

Aren't you ashamed hiding your money away like misers for your children! Let us hope they may find a few thin dimes of it when it comes to paying for the New Deal.—Sioux Falls, S. D., Argus-Leader.

### "FARMER" FARLEY

"The sale of farm products at the highest point in a generation," was pointed to by James A. "call me Jim" Farley a few days ago as one of the reasons why Mr. Roosevelt should be re-elected.

In this statement Mr. Farley is no more accurate than when he announced that the Postoffice Department had a surplus.

The total farm income for 1935 is computed at 7 billion, 250 million dollars, which is by no means "the highest point in a generation."

No longer ago than 1929 it was 11 billion, 923 million. For the period 1924 to 1928, it averaged 11 billion, 699 million dollars a year. Mr. Farley should check his figures.—Atlantic, Iowa, Republican.

## Today and Tomorrow

By Frank P. Stockbridge

FLORIDA ..... the last frontier  
I went the other day to a luncheon in New York at which the Governor of Florida was the host. Florida has set up a three months' exhibition at Rockefeller Center, New York, to give northern people some idea of the beauties and attractions of that really marvelous state.

I have been all over Florida, written books and magazine articles about it, lived there for long periods, but what impresses me most whenever I get to thinking about it is its tremendous area still unoccupied.

Florida is truly the last frontier. There is room for ten million people to live and make a living in Florida, under the most delightful conditions of climate and comfort that I know anywhere.

TAXES ..... few in Florida  
I did not realize until I talked with Governor Dave Sholtz how far Florida has gone in the last few years in lifting the tax burden from its people. The state has no bonded debt and so does not have to levy taxes for interest on its debt. It has no income or inheritance taxes and has lately eliminated all direct property taxes on homes assessed at \$5,000 or less.

A great many people think of Florida as a millionaires' playground. Palm Beach, Miami and other East coast resorts are crowded with free-spenders every winter. But along the Gulf Coast, in the charming ridge country of the interior with its 10,000 fresh-water lakes, and in the beautiful rolling hills of West Florida, there is no premium on wealth. I know of no part of the country—and I am pretty familiar with the whole United States—where the ordinary citizens of small means can live so well for so little money.

HEALTH ..... fine foods  
Everybody lives out of doors in Florida. Houses are places to sleep in. That is one reason why Florida is pretty nearly the healthiest state in the Union. Few days, even in the severest winters, call for even a light topcoat. And it is Florida's boast that nobody ever died of sunstroke even in the heat of summer. Old Florida residents have a saying, "There's always a breeze in the shade." I have found that true. If the wind isn't blowing from the Atlantic, it's blowing from the Gulf. Away down in South Florida I have had to pull a blanket over me on an August night.

Another reason why Florida people are so uniformly healthy is that one quickly gets the habit of making fruits a large part of one's diet. Grapefruit, oranges, papayas, pineapples, strawberries, such foods as those and the year-round crops of green vegetables, provide Floridians with unlimited supplies of the most health-giving foods.

SPORT ..... all kinds  
I don't know of any other part of the country where so many of the people get so much out-door sport to mix with their work. Water sports, swimming, yachting, motorboating, canoeing, are within everybody's reach. So is fishing in fresh water or salt. The biggest black bass I ever saw or heard of came out of one of the fresh inland lakes. There is a golf course or a tennis court within a few minutes drive of anywhere, and few states have a better or more complete system of motor highways. And for those whose tastes in sport are simple, there is always horse-shoe pitching. St. Petersburg is the "horse-shoe-pitchiest" town I have ever seen, and championship croquet is played on its many courts.

Talk about the "more abundant life"—there is no need to reorganize the whole social order to provide it. Florida offers it now.

BUSINESS ..... chances galore  
I have never been able to see any limit to the business opportunities in Florida. One of the latest and most prosperous business developments is the manufacture of paper in Panama City from the Prolific Florida pine timber. The ship canal, which the Federal Government has begun to dig across the neck of the Florida Peninsula, will provide a new trade route between all Gulf of Mexico ports and the Atlantic Ocean, and is destined to multiply Florida's commercial activity.

Another line of specialized agriculture, some capital and more intelligent management, there are few better ways.

## OUT OF THE FRYING PAN

Nell C. Westcott



The moving of the National Reemployment Office from Chestertown is completed and we are beginning to find ourselves.

The first day in the new location was Friday, the thirteenth of December. Rain on the way home, and late at that and with an engagement to keep at a certain time on this end, put me through my paces and I thanked my stars when I pulled up safely before my home.

Through the above experience I was forced to miss the High School play though it got the rest of the family there on time but something to eat appealed to me more than the play. However, all reports of it were good and the actors and actresses are to be congratulated. Chestertown undoubtedly has plenty of talent and might think of our sister County, Queen Anne, and their very exceptionally successful Little Theatre down there.

It seems the moving from the old building of the Kent Mutual Fire Insurance Company created quite a sensation as the Chamber of Commerce things went out first with a local mover, by horse and wagon, and spectators thought it was heading down to Easton. The Chamber furniture was stored in the former Chamber of Commerce Office for the time being.

Several Santa Clauses were in Easton last Saturday and just where the hitch was I could not figure out but every youngster I happened to see to whom the various St. Nick's made advances burst into tears and were frightened. That, of course, is not a true picture because I was a spectator for only a very short time. At one time the town seemed to be highly excited and we learned afterwards that was when the Santa, sponsored by the Town Fathers or merchants, gave out gifts beneath the gorgeous, big tree near the Court House. Traffic was thick coming through Washington Street up from Trappe and Cambridge way and reminded me of the past years in Chestertown when Santa Claus brought the world and his wife to town with all the children in tow.

That thick traffic, much of which undoubtedly came over the new Choptank River bridge, made me do a lot of thinking about the bridge across the Bay. To the casual observer that Choptank Bridge did not seem so very necessary, considering the cost of the project but, it does open up considerable territory and each town at the ends of the bridge will have more business. There is no wonder that Governor Harrington and his friends are proud of that achievement. Now, if Governor Nice, and the powers that be, would promote the Bay Bridge that would most certainly be something for them to be proud of—a real monument. However, hope is not dead where that bridge is concerned. There may be more working toward its consummation than you and I know about. I am inclined to think there is and that, without having to live too long, we shall see that short cut from the Eastern to the Western Shores built and in use and far exceeding even its' enthusiastic sponsors' fondest hopes.

Is there anything more interesting than to dig up old Christmas cards of the year before in preparation of editing this year's list? I have smiled over many a message of last year; mourned over some that came from those who are spending their first Christmas away from this very queer world we live in and who can never again send us their greetings, though you shall say they do not think of us just the same as ever? I have grinned over the Lancer's terse greeting of perhaps two years ago; found lost addresses; have been reminded of certain interests of friends whom I have never even met but who exchange greetings with me each year—and some of those have grown to be very close friends by this long distance method. Most of them are people whose flair and ambition to write has brought us together and each year brings a brief report with their greeting of their achievements or lack of achievements. One thing I like about all the would-be writers I have ever met—they are a painfully honest lot. They never seem to tell tall tales about what they have done. Now when we were in the chicken business we found things quite the opposite. I recall especially one man who boasted he never lost a chick even while we, in his poultry house, saw lifeless bodies of tiny chicks laying on the windowsills. We were too polite to call attention to the evidence. We often found poultry raisers who could well equal some of those who tell about their fishermen's luck.

And with Christmas so much in the air, here's wishing you good luck in all your shopping and making gifts and your buying of Christmas turkeys and all the things that go with it.



What has become of the good old days when widowhood was regarded as a misfortune instead of an achievement?

What has become of the old-fashioned man who used to bury his potatoes for the winter?

You can judge a man's standing by whether he dodges taxes, automobiles or subpoenas.

How true it is that many a man's home life is unpleasant because his wife married a grouch.

Being snowed under may keep a person cool, unless you happen to be snowed under in work.

Vision tests are advocated for automobile drivers, but the blind pedestrian goes on unrestrained.

A New York lawyer, gave up his practice ten years ago and started celery farming in Florida. On the whole, he makes a larger income than his prosperous law practice provided, and he is physically ten years younger than when he went to Florida.

All that I have been saying here sounds as if I were a Florida booster. I am!