

THE ENTERPRISE

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ESTABLISHED 1898

Plans to Advertise Tobacco Market Take Definite Form

Kiwanians and C. of C. Will Do Work Together

Enterprise Will Publish Special Tobacco Edition

With the aid of the local Kiwanis club assured, the chamber of commerce has increased its undertakings toward advertising Williamston and its tobacco market. While the former plans as were outlined by the advertising committee have not been materially changed, they have been altered so that it will be possible to cover the work with a greater efficiency. The aid from the Kiwanis club comes in a personal way and not by money donations. With this assistance assured, the officers of the chamber of commerce are seeking to increase its advertising appropriation to compare with the cooperation on the part of the Kiwanis club.

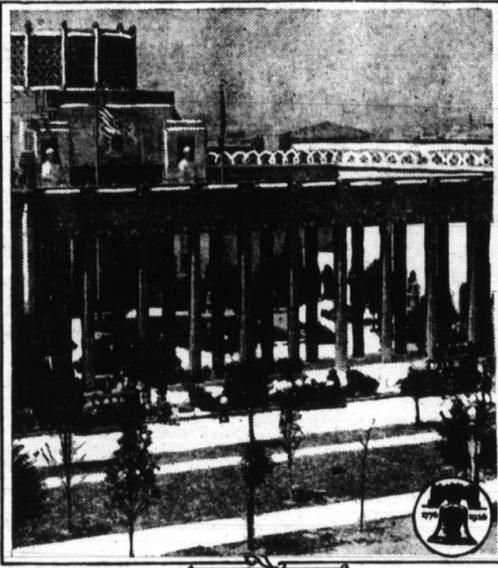
While the dues to the treasury of the chamber of commerce have not all been paid, a decidedly larger number have been paid in so far than there were last year. One more drive will be made for outstanding dues, according to the organization's officers. The fact that so many of the members are backing their organization doubly assures the success of the campaign now under way. Mr. Griffin will call on all those members who have not yet been visited so far within the next few days.

Market novelties have been ordered and should be here ready for distribution within the next few days. These novelties met with high approval from the children of several counties last year. Numerous requests have been made for the little novelties this year. Just the nature of the novelties this year is unknown at this time. Thorough distribution of these will be made about the first of next month.

Following the plans to a certain extent of last year, a special edition of The Enterprise will be issued under the supervision of the chamber of commerce the early part of next month. This edition will carry in detail everything relating to the local tobacco market, its history and progress. It will be so constructed as to furnish information to those asking for data on Martin county as well as reviewing the situation for our own people. The requests made by foreign concerns and individuals have been many within the past several months and such an edition will meet these requests to a very great extent. The exact size of the paper has not been definitely agreed upon, but indications will lead it to be considerably larger than the one issued last year. Pictures of all the principal business firms will be made and will appear. The pictures of the town and county's leading business men will also appear. It will be mainly a county edition, but carrying in detail every phase of Williamston commercial affairs.

The edition issued last year by the chamber of commerce met with high approval generally. The distribution of the five thousand copies was complete in this county, and was done through the post office. Outside the county distribution was made by the advertising manager, several days being required to complete the task. In the advertising manager's report last year around fifty towns were visited, and every store outside the

Pennsylvania's Contribution to the Sesqui



Here is the Keystone State building at the great Sesqui-Centennial International Exposition at Philadelphia, celebrating 150 years of American independence. In this huge structure Pennsylvania is displaying her progress from the arrival of Penn to the present day. The building is one of the handsomest on the big exposition grounds and has proved a rendezvous for hundreds of thousands of people who have come from near and far to see the magnificent exhibits established by forty-three of the leading nations of the world. The Exposition continues until December 1.

Several Tobacco Barns Burned Last Few Days

During the past several days many tobacco barns in this section have been lost by fire. Mr. Tom Lilley, near here lost one last week, the tobacco in the barn being one of his best cures. Mr. Lilley was forced to build a new barn to handle the remainder of his crop. Joe Godard, at the Biggs farm, suffered the loss of a nice barn of tobacco when fire destroyed everything except the log walls. Mr. Doc Hardison lost a barn this week. He lives in Griffins township and according to reports reaching here someone was asleep at the barn when it burned, waking just in time to make his escape.

Several other barns have burned, the names of the owners not being known.

Sunday School Picnics Are Enjoyed by Many

Both the Episcopal and Methodist Sunday schools gave their pupils a picnic yesterday. The church people, almost in a body attended each and gave the young people a day of much pleasure.

The Methodist went to Riverside Park and the Episcopalians went to Coleraine Beach.

The Kiwanis club will play a big part this year when it will undertake the task of distributing the edition when it makes its tour of several of the surrounding counties.

This feature of the campaign is receiving special attention on the part of the officials of both the Kiwanis club and the chamber of commerce. If present plans are successful, this will be one of the most unique undertakings ever attempted by any organization of our town.

The tour will be made the early part of next month and will cover two counties and will go into as many more. It was not definitely known this morning just how many cars would take part in the trip, but between twenty and thirty are expected. In the personnel of the group going will be found the town's leading men. A three-minute stump speaker is up for consideration, the outcome of this to be known later. A man will be hired or the lot will fall to some of our local men.

The trip is not necessarily confined to advertising our town and county but it is to better acquaint those visited and those visiting. It is not to be of a "trade snatcher" kind, but to make known to our neighbors that they are welcome to our town and that we want them to feel at home should they visit us. It is well understood that not one will be asked to sell his tobacco at this market, but that he will be told what the market is, who makes it up and how it is run and that he is cordially invited to visit it, meet the proprietors and make possible real personal business connections.

The Enterprise Sunday School Lesson in Brief

August 15. — "Jethro's Wise Counsel."—Exodus 18:13-24.

By C. H. DICKEY

With manna raining down on them from heaven, the great caravan of the Hebrews move on through the wilderness to their first great objective—Mount Sinai. There comes a shortage of water, and a contest with the Amalaites, in which Joshua was victorious. Here and before reaching Sinai, Jethro, Moses' father-in-law appears on the scene, bringing to Moses his wife and his children.

He also brought something else to Moses. Thank God for the counsel of the righteous.

What did Jethro find? He found that the leader of this great people was swamped with detail work. That instead of mastering the details, the details had mastered Moses.

In other words, Moses was giving most of his time to matters which other people could handle for him well and was, consequently, neglecting the weightier matters which only he could look after.

There is a marked parallel to this in the conditions which surround the average religious leader today. Your preacher, if he is giving his life to his work, finds that he is swamped with a whole troop of minor and inferior matters. And if he will permit, the good people will load him up with such work until, like Moses he will be occupied with it from morning until the going down of the sun.

Broadly speaking, the preacher is the general of the congregation; he is not the detail man. But today, probably as never before, the minister finds that he is supposed to be the "jack of all trades;" and in proportion as this condition of affairs exists and multiplies, he will presently find that he is master of no trade in particular.

This is a complex age. And the complexities of life have flown over into the church. It used to be that the minister's chief business was the general oversight of his flock, the preaching of the word, and the giving of himself to prayer, meditation, and study.

But today he is supposed to be a leader, a "mixer," a patter of people's backs. He is supposed to preach to teach, to be master of finances. "He is called on for this 'little talk,' and that 'little talk.'" He must say a word here, and introduce a speaker there. He will surely serve of this committee and assist with this affair. He will teach, no doubt, in the Sunday school and should be head of the Boy Scouts.

This thing has gone on until the minister is more than the servant of the people—he is their slaves. And a whole company of preachers would say today that it is not their regular work which saps their energies. It is not their regular preaching and visitation and managing. But it is the uncalculated multiplication of this whole troop of details, and unnecessary work which takes up his energies and makes him feel that he needs about three times as many vacations as he gets.

Jethro saw that what Moses was doing was taking up all his time. He suggested to Moses a "division of labor." What a great suggestion that was. Not that every man should do it all, but that every man should bear his own burden.

Now, that is what a general is supposed to do—to apportion and make a division of work. A good executive is not a man who does all the labor himself but is one who knows how to get the other people to do it. And in so arranging matters, he is not shirking. He is doing the very finest thing possible for the people. When he apportions labor to them and helps them to perform it, he is bringing an incomparable blessing to his people. She is not the best teachers who solves for the pupil his problem; she is the best teacher who manages the pupil in such a way that he will solve his own problem.

The swamping of religious leaders ought to be stopped. A member of a congregation ought not to ask his pastor to do something which he himself can do. He ought to seek to shield and protect his pastor from unnecessary entangling alliances.

Those good people of the early church tried to swamp the twelve apostles with detail work, with work which any of the members could have done. But they refused to bother with such matters. Here is what they said: "It is not reason that we should leave the word of God and serve tables. Wherefore, brethren, look ye out among you men of honest report, full of the Holy Ghost and wisdom, whom we may appoint over

Important That Members Chamber Commerce be at Meeting Monday Night

The Williamston Chamber of Commerce will meet in the offices of Dunning & Moore Monday night, August 16th. All the citizens of Williamston, the Kiwanians, and those interested in a larger and better Williamston are urged to attend.

The purpose of this meeting will be to get a report of the committees and further discuss the development of the local tobacco market.

Some of the past meetings have been poorly attended, and the faces missing were those that kick and knock the loudest. Are you a human parasite living on the advertising and work of your neighbor. If not, come to the meetings and if you are not able to give your financial assistance, at least contribute a little of your precious time.

All members are urged to be there at 8:15 when meeting starts.

Negro Held in Jail Charged With Robbery

Albert Riley Broke Into Home of Joe Spruill This Morning

Albert Riley, a strange negro who has been here for only a few days, broke into Joe Spruill's house this morning about 8 o'clock, robbing all of Spruill's clothes, suitcase to take them away in and several other articles.

Spruill, a colored man, was at his job early and after the morning train passed he went home on an errand. Upon entering his house he observed that someone had been in and had ransacked things from one end of the house to the other. Closer investigation showed that all of his clothes save the ones he was wearing were gone.

He reported to Chief of Police Daniel and they soon found the trail of the thief. Starting with signs at the window where he entered they followed the foot prints to Washington street where they found several people who had seen the thief pass with the goods. Riley was soon found but he had no goods, they having been hidden by him. Riley told where the clothes were and was carried before Mayor R. L. Coburn who bound him over to the Superior court under a \$500. bond. Riley was unable to give bond and now awaits his trial in the county jail.

Riley in all probability has a court record. He was reared in Jacksonville, Fla., leaving there when he was fifteen and going to California where he married at the age of 17. Three years ago he left his wife in Buffalo, N. Y., going from there to Jacksonville and from there he went to Plymouth where he has been for the past two months. He has worked in mills and garages and was on his way to Tarboro when he invaded Spruill's house.

He is a medium sized negro, 27 years old, dark West India molasses colored and has two gold teeth.

Agricultural Review Published by State

The Agricultural Review has just come from the press with volume 1, number 1. This is the outgrowth of Market News, which has been published by the North Carolina Department of Agriculture for the past several years. The Review will be handled by W. H. Richardson, agricultural editor.

The paper will be published twice a month and will be sent free to any farmer for the asking.

Infant of Mr. and Mrs. D. L. Peel Died Sunday

On Sunday, August 8, the death angel visited the home of Mr. and Mrs. D. L. Peel and took their little 4-months-old daughter, Lydia Ethel Lene. The child had been ill for nearly a month of its short life. Besides its parents, it is survived by a little brother and sister.

The funeral services were conducted by Elder John N. Rogerson and the burial was made in the family cemetery Monday afternoon.

This business. But we will give ourselves continually to prayer and to the ministry of the word."

Jethro served a good mission to Moses. Any many of us, if we would sit at Jethro's feet today could learn something.

The church already has a trained ministry. What it needs is a trained laity.

An honest division of labor; every man according to his abilities. Not the swamping of one man, but the sharing of burdens by all.

Moses' father-in-law said that Moses was to be "for the people to God-ward."

Highway 30 in N. C. Will Get Fine Publicity

A. A. Representative Who Is Logging No. 30 Here Thursday

Darden Allen, special staff representative of the American Automobile Association, who is logging the South Atlantic Coastal Highway (Route 30 in North Carolina) and its branches and gathering information for the various touring publications and other data which will be helpful to the 3,000 clerks of the touring bureaus of the 818 clubs and branches in routing tourists south, was in Williamston yesterday. He was accompanied by Mr. Evans, a representative of the Carolina Motor Club.

Highway Route No. 30, the North Carolina link of the Atlantic Coast Highway, is in for some fine publicity through a special article to be published in the American Motorist, official organ of the American Automobile Association.

The article will be written by Darden Allen, who is now engaged in assembling the facts for the story and for a log of the highway. The article will appear in the October number of the publication. In addition to the regular circulation, which is in excess of 100,000, extra copies numbering 100,000 will be published for reprinting and for such other advertising as the South Atlantic Coastal Highway Association may see fit.

This investigation follows a personal tour made by Mr. Ernest N. Smith, general manager of the American Automobile Association a short while ago over this route. He was so much impressed with its touring possibilities that he offered to include a 16 or 24 page section featuring the route and the communities along the way in the October issue of the American Motorist, which will be devoted to southern touring.

This offer is only contingent on the communities along the way taking 50 per cent of the space in the section for individual community advertising. The other half of the section would be devoted to striking pictures and the word paints of the lure and recreational attractions of the communities along the way.

Mr. Allen and Mr. Evans both commented on the lovely crops in this community. They said pictures showing the luxuriant growth of corn in some fields they saw near Williamston should be drawing cards to this section.

A portion of a letter written Mr. Jacobs, State chairman for North Carolina, by Mr. F. O. Miller, who is president of the South Atlantic Coastal Highway Association, emphasizes the need of our advertising and completing Route 30 for the ever-increasing tourist trade.

"Since the inception of the great project," he wrote, "with the certainty that some day it will become the most popular highway in the United States, quite a number of other highways, in unscrupulous efforts, not only now are endeavoring to capitalize themselves on the work that we have done but will continue to do until we get fully established, and our work this year should be devoted almost exclusively to cementing together the great interests of the South Atlantic Coastal Highway Association."

Mr. Jacobs is very much elated over the prospect of getting this valuable publicity through the nation's leading automobile trade paper.

Winner to be Known First of Next Week

All ads submitted in the prize contest by the many contestants have been read thoroughly and the number has been judged down to five. One will be selected from this number and the winner announced next week.

It was hoped that the name of the winner could be decided upon and announced today, but the large number prevented an easy selection. Another day will be required to make the final selection, according to those in charge.

Wife a Twin; Twin Husband With Twins

The article below, taken from the Hertford County Herald, beats anything we can offer in the way of numbers of twins in one family, but we will wager that they do not have a better-looking pair in Hertford County than the two little fellows we see on our streets every day. It always gives one a pleasurable thrill to see "Martin and Arthur" or "Arthur and Martin" when they get up town afterwards, looking so happy and contented after their daily nap.

The Herald says:

"When Miss Mary Dailey and Mike Vinson, both of Ahoskie, were married last Saturday afternoon, a new record was set up for others to 'shoot at' in the number of twins included in the families of the two. The groom is one of twins, his wife is also one of twins; Mr. Vinson's only two children are twin boys, Beta and Gamma, both of them living in Ahoskie. And, to clinch the record, Messrs. Beta and Gamma Vinson married twin sisters some years ago. In the name of Ahoskie and Hertford County, the challenge is extended for one to equal or better the record."

Everetts Woodmen To Attend Revival

The members of the Modern Woodmen at Everetts are requested to meet in the hall Wednesday night, August 18, at 7:45, for the purpose of attending revival services at the Christian Church.

All members of the camp are invited to be with us on this occasion, as something will be worked out whereby an initiation will take place early in September.

Harrison Co. Buyers on Northern Markets

Mr. T. F. Harrison, buyer for Harrison Bros. & Co., left Wednesday for Baltimore, Philadelphia, and New York to purchase goods for the store. He will be gone about two weeks.

Mrs. Anna Harrison, who buys for the millinery department, has already visited New York and bought a large stock of millinery that will begin to arrive soon.

Issue Book Showing Progress of State

A beautiful 80-page book has just been issued by the State department of conservation and development.

The book has two important captions, the first "North Carolina, the Fifth State Today"; the second, "North Carolina, the Pacesetter in Industry, Agriculture, and Substantial Progress."

Of the 48 States in the Union, North Carolina, with no important seaport and no important cities, has made a greater progress than any of the States during the last 25 years in a substantial and permanent way and while it is true that it is the fifth State, yet that is not quite so good as to be the pacesetter among the States.

The entire book is filled with valuable information and many beautiful illustrations.

Methodist Program For The Next Week

Sunday school, 9:45 a. m.—E. P. Cunningham, superintendent.

Regular services at 11 a. m. and union services 8 p. m. Everybody is invited. All choirs are invited to join us.

Junior Epworth League, 2:30 p. m., Sunday afternoon; Mrs. J. F. Thigpen, superintendent.

Senior Epworth League at 8 p. m. Monday. Martha Leggett, superintendent.

Services at Holy Springs Sunday, 3:30 p. m.

Prayer meeting, 8 p. m. Wednesday night.

Intermediate Epworth League, 8 p. m., Thursday; Mrs. W. H. Booker, superintendent.

Mrs. Mattie Price Dies At Jamesville Home

Mrs. Mattie Price, wife of Mr. Vance Price, of Jamesville, died last night. She had suffered for some time with otomyelitis, a disease of the jaw bone which resulted, in this case, in blood poison.

She was 30 years old and leaves five small children.

She will be buried on the home farm near Jamesville at 4 o'clock today.

STRAND THEATRE

DO NOT FORGET—
HAROLD LLOYD
in
"FOR HEAVEN'S SAKE"

Next
MON. - TUES.