

# THE ENTERPRISE

Published Every Tuesday and Friday by The ENTERPRISE PUBLISHING CO. WILLIAMSTON, NORTH CAROLINA.



W. C. Manning Editor

## SUBSCRIPTION RATES

(Strictly Cash in Advance)

IN MARTIN COUNTY	
One year	\$1.50
Six months	.75
OUTSIDE MARTIN COUNTY	
One year	\$2.00
Six months	1.00
No Subscription Received for Less Than 6 Months	

Advertising Rate Card Furnished Upon Request

Entered at the post office in Williamston, N. C., as second-class matter under the act of Congress of March 3, 1879.

Address all communications to The Enterprise and not to the individual members of the firm.

Friday, July 14, 1933

### Pasquotank Holds the Line

Hurrah for old Pasquotank! She refuses to turn her pride and decency down and surrender to a gang of New York gamblers the right to come to her borders and debauch her boys, girls, men and women by one of the most dangerous types of gambling—the pari-mutuel machine, which makes a fine profit for its owner out of the people who play it.

The last session of the legislature was besieged by lobbyists representing the makers and owners of pari-mutuel gambling machines, with head offices in New York City. These lobbyists induced a few representatives in the legislature to introduce gambling bills for their counties. Among them was Pasquotank.

The Pasquotank people are to be commended for defeating the bill. Perhaps the legislature was running in its lowest and most "slummy" gear when it passed these bills.

### Get a Lesson From Past Booms

The little town has been the victim of what people call "modern progress," and which definition may be entirely false.

However, it is rather a sad scene to pass along the deserted streets of the small town and look into the abandoned buildings, where once fair merchandising was carried on, now inhabited only by bats.

While we all like the modern improvement and methods, it is safe to say that we have not used them wisely. The abandoned buildings and the automobile graveyards seen in nearly every town in the country attest to the fact that this generation has spent a big fortune, much of which will never return.

Then, too, the modern business trend has made man an extremist. He must be able to ride faster, fly higher, swim deeper than anybody else has ever done. He feels that he must make big profits and get rich quick and have everything just to suit him.

This modern trend has wrecked many fortunes, lost many farms, factories, and homes, and the small town has been the greatest victim.

Now is the time to profit by our war-time boom mistakes and go slowly.

### Profits Should Be Equalized

The profiteering hog may be the biggest hindrance to the return of prosperity.

Already some shirts are said to have advanced 50 cents each wholesale. The laborer who makes the shirt gets three more cents, the tax man gets three more cents, and the cotton farmer gets two more cents. Who gets the other 42 cents? Of course, the retail merchant will have to charge a larger profit because he has a larger investment.

Other things in proportion, large profits do not make healthy business conditions, and the government needs to look into price-fixing on all necessary commodities.

The money lender, the wheat, corn, or cotton farmer should all enjoy the same profit on the same commodity.

### Danger in Excessively High Prices

Those people who have stored away in their memory some of the curses of speculation during the good times of the past ought to speak out some word of warning to those people who never seem to remember anything and are ready to rush in at the slightest impulse that sweeps over them.

It has not been so long since Insull skinned millions from unsuspecting, ignorant, and generally innocent, though foolish, gamblers.

We know now how the National City Company, and dozens of others, led men to their slaughter in a gambler's butcher shop.

There is no good reason for prices to go sky-rocketing, and if they do, we are going to find ourselves in far worse shape than we did during the last squeeze.

We need to remember our interest burdens, which must be paid or adjusted before we can hope for a return of real prosperity. We are going to find more money thrown away during the next ten years than during the past ten. Beer alone is going to take millions, and perhaps billions, for which it will give not a penny in return—only diminish our capacity and increase the misery of our families, because alcohol

has a greater capacity to make slaves of men than any other thing on earth.

Our experiences ought to profit us when new opportunities come within our reach. If we adjust ourselves so that we may not play the role of a fool, we will be lucky, or perhaps prudent.

We should not rejoice at excessively high prices. That is what has already ruined us.

### Take Your Stand!

Young Democrats will do well to look ahead. No kingdom has ever thrived when built on a rotten foundation.

And alcohol has been declared by God Himself as an unfit foundation upon which build brain, brawn, or thought, and the man who stands on it very long will faint and fall.

Alcohol writes no safe planks in constitutions or laws. It furnishes no safe foundation for the family's social center. It feeds no man's body with power or strength. It fills no man's character with truth or honor. It fills no man's soul with joy or hope.

On the other hand, alcohol shakes the body of man into a hopeless, helpless wreck. It strips him of his riches and power. It weakens his word of honor and robs him of his respectability in his community. It puts sadness in his home and destroys his power to look upon the higher things in life.

Yet Young Democrats—as an organization—are rushing blindly on under the same demon's influence that beguiled Eve and banished man from Eden.

There is a difference between the word of a beer baron and the word of a minister of the church of God. One is seeking to elevate man to a higher station in life; the other is seeking to get all his earnings and let him and his family go to the dogs or to the devil.

Take your stand!

### Advertisers and Non-Advertisers

The advertising question has been discussed from many angles, and much has been spoken and written about it. Different arguments have been presented pro and con.

For our own satisfaction and information, we have reviewed the advertising business of this town for a quarter of a century and find those standard-type merchants who have advertised systematically and consistently are still doing business, while those who have thought it a waste of money to pay a few dollars weekly or monthly in advertising, informing the buying public of the opportunities they have to offer, are nearly all gone and almost forgotten.

We have seen the business of a non-advertiser absorbed by an advertiser in the same block or just across the street, and the doors of the non-advertiser closed while the advertiser's business flourished.

We have recently observed the business of a certain tobacco company, a certain automobile tire company, and one automobile manufacturer grow by leaps and bounds; and all of their representatives say it was because their firms told the world that they had the goods and invited them to investigate. The world accepted their invitations, investigation, and bought.

The merchant who informs a thousand customers that he can supply their needs and invites them to visit him and investigate has a decided lead over his competitor, who waits for the customer to come in and inquire for his or her needs.

Advertising builds friendship, and no business can thrive without friendship.

There is no leading article that can come on the market, nor stay on the market without advertising—and it is our observation that no great business can be built up and continue without advertising of some kind.

### Spirit of Cooperation Needed In Sales Tax

#### Bertie Ledger-Advance

Distasteful as the principle of a retail sales tax may be to retailer and consumer, neither of the class can afford to employ weapons against its effective administration. At its best, for a while, the effective administration of the law will be difficult; and largely depends upon the willingness of those most affected by it to acquiesce in a law that may or may not be distasteful.

Despite the bitter opposition of merchants to the enactment of the law in the first place, it is to their credit that a great majority of them have shown their willingness to assist in every way possible in its administration by cooperating with the State Commissioner of Revenue and his assistants. The person or persons who refuse to give the needed assistance in administration fail to exercise that brand of citizenship that is so necessary to good government.

### Then and Now

#### Sanitorium Sun

A child born at this time and living under present conditions in the United States may have a life expectancy of sixty years, or more than twice that of a century and a half ago.

Health experts are now concentrating upon the diseases of middle age, having made giant strides in the conquest of those of childhood and infancy. The so-called "degenerative diseases," striking men and women during the year of their greatest usefulness to themselves and to society, have made disturbing headway within recent years and offer a field for invaluable work.

According to Dr. Louis I. Dublin, statistician of the Metropolitan Life Insurance Company, the problem of the future is to make widely available what we now know about the laws of personal and community hygiene, "in an organized and effective manner."

### Good Practice To Keep Scratch Feed for Chicks

It is a good practice to feed an abundance of scratch feed to young chickens at all times, especially during the developing period. This will build a good frame and develop vitality for the egg-laying period. An excess of animal protein fed during the developing period will bring the birds into lay before they are fully matured and an abundant feeding of scratch will retard this early production and aid in building a large, healthy body for maximum egg production.

### NOTICE OF SALE OF REAL PROPERTY

Under and by virtue of the power of sale contained in a certain deed of trust executed and delivered by Harry Norfleet and wife, Katie Norfleet, on the 16th day of April, 1929, to the undersigned trustee and of record in the public registry of Martin County in book S-1, at page 168, said deed of trust having been given for the purpose of securing a note of even date and tenor therewith, default having been made in the payment of same, and at the request of the holder of same the undersigned trustee will, on Monday, the 7th day of August, 1933, at 12 o'clock m., in front of the courthouse door in Williamston, North Carolina, offer for sale to the highest bidder for cash the following described real estate, to wit:

A house and lot in the town of Williamston, North Carolina, on the south side of Sycamore Street, adjoining the lands of Annie Hescoe, Mary Slade and Fannie Johnson, Jamesville Avenue and Sycamore Street, and being the same premises conveyed to Mrs. Ophelia Watts by B. A. Critcher, commissioner, said deed being dated 20th day of September, 1927, and of record in the public registry of Martin County, in book Z-2, at pages 183 and 184, and conveyed to Harry Norfleet by deed from J. W. Watts and wife, Ophelia Watts, dated the 5th day of April, 1929, and of record in the public registry of Martin County in book —, at page —.

This the 6th day of July, 1933. WHEELER MARTIN, Trustee.

### NOTICE OF SALE OF REAL PROPERTY

Under and by virtue of the power of sale contained in a certain deed of trust executed and delivered by W. H. Biggs, and wife, Lettie C. Biggs, on the 12th day of January, 1928, to the undersigned trustee, and of record in the public registry of Martin County in book S-1, at page 141, said deed of trust having been given for the purpose of securing a note of even date and tenor therewith, default having been made in the payment of same,

and at the request of the holder of same the undersigned trustee will, on Monday, the 7th day of August, 1933, at 12 o'clock m., in front of the courthouse door in Williamston, North Carolina, offer for sale to the highest bidder, for cash, the following described real estate, to wit:

Being a house and lot in the town of Williamston, North Carolina, on the south side of Smithwick Creek, and being part of the premises conveyed to the said W. H. Biggs by J. Davis, Ewell, adjoining the property of W. H. Biggs lot the Baptist church, and others, and beginning at a stake on Smithwick Street, at the point where the lane known as Blounts Land intersects Smithwick Street, at the point where the lane known as Blounts Land intersects Smithwick Street, thence along Smithwick Street 50 feet to W. H. Biggs line, thence a line at right angles with Smithwick Street along the line of W. H. Biggs 108 1-2 feet to the Baptist Parsonage line, thence along the said Baptist Parsonage line, which is a line parallel with Smithwick Street, 50 feet to Blount's land, thence along Blount's land 108 1-2 feet to the beginning.

This the 6th day of July, 1933. WHEELER MARTIN, Trustee.

### NOTICE OF SALE OF REAL PROPERTY

Under and by virtue of the power of sale contained in a certain deed of trust executed and delivered by S. J. Parrisher and wife, Mary Parrisher, on the 27th day of June, 1921, to the undersigned trustee, and of record in the Public Registry of Martin County in book S-1, at page 73, said deed of trust having been given for the purpose of securing a note of even date and tenor therewith, default having been made in the payment of same, and at the request of the holder of same the undersigned trustee will, on Monday, the 7th day of August, 1933, at 12 o'clock m., in front of the courthouse door in Williamston, North Carolina, offer for sale to the highest bidder, for cash, the following described real estate, to wit:

Beginning on the Williamston and Jamesville road in the corner of the land belonging to the James E. Williams' heirs; thence running southerly

### Most for Your Money In a Good Laxative

Theodor's BLACK-DRAUGHT has been highly regarded for a long, long time, but it is better appreciated now than ever before. People are buying everything more carefully today. In buying Black-Draught, they get the most for their money. In a good, effective laxative, dependable for the relief of ordinary constipation troubles.

25 or more doses of Theodor's Black-Draught in a 25-cent package For Children, get pleasant-tasting STRUP of Theodor's Black-Draught.

ly with said line to a ditch; thence south westerly along said ditch to the Burger's line, the run of Peter's Swamp; thence up said Burger's line with the run of Peter's Swamp to the Williamston and Jamesville road; thence easterly along the Williamston and Jamesville road to the beginning, containing five (5) acres, more or less, and being the same land conveyed to S. J. Parrisher by deed from Grover F. Godard and W. K. Godard, dated 30th day of November, 1920, of record in the public registry of Martin County in book D-2, at page 586.

This the 6th day of July, 1933. WHEELER MARTIN, Trustee.

### NOTICE OF SALE OF REAL PROPERTY

Under and by virtue of the power of sale contained in a certain deed of trust executed and delivered by A. J. Summerlin and wife, Francis O. Summerlin, on the 23rd day of April, 1929, to the undersigned trustee, and of record in the public registry of Martin County in book S-1, at page 170, said

This the 6th day of July, 1933. WHEELER MARTIN, Trustee.

deed of trust having been given for the purpose of securing a note of even date and tenor therewith, default having been made in the payment of same, and at the request of the holder of same the undersigned trustee will, on Monday, the 7th day of August, 1933, at 12 o'clock m., in front of the courthouse door in Williamston, North Carolina, offer for sale to the highest bidder, for cash, the following described real estate, to wit:

A house and lot in the town of Williamston, N. C., on the south side of Houghton Street, bounded on the north by Houghton Street, on the east by the lands of J. S. Rhodes, on the south by the lands of Fate Cherry and on the west by lands of J. S. Rhodes, and being the same land conveyed to A. J. Summerlin and wife by deed from A. R. Dunning, trustee, dated the 1st day of January, 1927, and of record in the public registry of Martin County in book —, at page —.

This the 6th day of July, 1933. WHEELER MARTIN, Trustee.

## New Series . . . Building & Loan Opens September 3, 1933

At the close of several years of service to home owners and investors of this section, we now announce the opening of a new series of stock, and believe that our unparalleled record of security justifies and warrants a heavy subscription.

Building and Loan stock, it is well to know, represents the only security that has retained its true value during the years of depression, when all other stocks and bonds have slumped, many of them becoming totally worthless.

This record stands out preeminently, and is the strongest possible endorsement of Building and Loan policies.

If you want to own your own home, or to enable others to do so by small regular savings, and at the same time receive substantial earnings, call in and let us talk over the Building and Loan plan with you.

## Martin County Building and Loan Association

# STEEL ALONE IS NOT ENOUGH!

—neither strong enough, nor safe enough, nor quiet enough for the body of a quality car like

## CHEVROLET

**CHEVROLET** Why is it that every 12-cylinder and 16-cylinder car in America has bodies of steel reinforced by hardwood? Why is it that every make of car selling for over \$4000 uses bodies of exactly the same type? Why? For the same reason that Chevrolet uses it exclusively. Because every test and every experiment have definitely proved: **STEEL ALONE IS NOT ENOUGH!**

The trouble with steel alone is that it stands just so much shock and punishment. Steel alone is also inclined to rattle and rattle. BUT—when you put the two together—a heavy, staunch steel body over tough, solid hardwood—then the hardwood reinforces the steel—and vice versa! And the result: the strongest, safest type of body, such as Fisher builds for Chevrolet. **CHEVROLET MOTOR CO., DETROIT, MICH.**

All prices f. o. b. Flint, Michigan. Special equipment extra. Low delivered prices and easy O. M. A. C. terms. A General Motors Value.

\$445 to \$565



STEEL BODY HARDWOOD REINFORCEMENT STRONG, SAFE BODY BY FISHER

## Better Chevrolet Company

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