

THE ENTERPRISE

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Friday, December 1, 1939.

Another Holiday Season

Another holiday shopping season is upon us, creating tasks many complain about but which the many one of us would like to skip. As the holiday shopping season comes into being it is not amiss to call to the attention of the home folks the advisability of trading at home, to plead with them to give their merchants an opportunity to serve them.

The practice of running all over the country shopping is a right serious business. While no one is to be denied the right to shop wherever he may choose, it will be well to give the subject some thought. A recent survey shows that local merchants have made arrangements to display one of the largest stocks of holiday merchandise ever seen here. A substantial trade patronage this holiday season will mean that local stores will progress, that their stocks will be increased as time passes. Far-away shopping will tend to tear down this progressive march, and gradually reduce any business area to a secondary shopping center.

The people of this section have been fortunate in having a dependable shopping center right at their door. The local merchant has studied the needs of local community patrons, and one can study every mail-order catalog in the country and compare prices in every shopping center but he will find values day in and day out right here at home unequalled anywhere.

Local people who have enjoyed the advantages offered in this community during the past months, can do much toward increasing those advantages by giving their home merchants first consideration when the shopping trip is planned.

The Less Fortunate

Another Christmas season is at hand, and the less fortunate are still with us. Heaven bless them. In our wild dash to crowd every ounce of pleasure into the merry period, let us not forget that no greater joy can be had than that which comes in helping others. If we are to enjoy the maximum in happiness, if we are to prove ourselves our brother's keeper, we must plan now to make Christmas—the day of days—bear out the simple meaning attached to it by the Christ nearly twenty centuries ago.

The Christmas Cheer drive, sponsored by local civic organizations and supported by a thoughtful people here in past years, has paid rich dividends. The movement advanced at no great cost to anyone, has enriched the lives of many little unfortunate tots at Christmas time and kept burning in their souls that tiny spark of hope which is as necessary to the human soul as steam is to the engine or as gas is to the car motor.

To date no definite plans have been advanced for handling such a valuable work this Christmas season. We appeal to the civic organizations and every citizen in this community at this Christmas time to advance and support the cheer movement that the less fortunate might know that Christ still reigns, that even though their bodies may be clad in rags, their souls still possess a value in the realm of humanity.

This paper pledges willingly the services of its forces and as much of its means as possible in making Christmas ring out loud with a real meaning for the less fortunate in the community this season. Will you cooperate?

Affects Us All

Speaking to a group of Martin County farmers a few days ago, Haywood Dail ably pointed out that the price of tobacco affected the every one of us in this section of the country. Quite a few business men did not believe that about a year ago, but back in September the indifferent shook off their indifference and cried out in a loud voice, "It (low price) is hurting me now."

"The farmer selling 8-cent tobacco is not a potential customer of the shoe-shine boy. But the farmer selling 30-cent tobacco will throw his foot upon the shine box and tell the boy to 'shine 'em up'."

Getting No Where

American motorists will have traveled 250 billion miles by the end of this year, according to an estimate advanced by Coleman W. Roberts, president of the Carolina Motor club. The motorists, according to the club official, are traveling around seventy billion miles more this year than they did in 1929 b. c.—before the crash.

And the sad part about all that travel is that we ain't getting nowhere. Probably it would be advisable to back up and remain still a while, meaning that it is about time for some one to start a movement to stay at home as well as live at home.

A Big Difference

It has been pointed out that 85 per cent of the American farm families have automobiles. Before we dare boast about that high percentage it should be definitely determined whether 85 per cent own or owe for the great number of motor cars.

Just off-hand, one would guess that 80 per cent owe for the cars and that one out of every two charge the gas bill.

Next To Church And School

The Elkin Tribune.

Addressing the district meeting of the North Carolina Building and Loan League last week Judge Johnson J. Hayes rightly, we think, declared that after our schools and churches, the Building and Loan Associations are serving better than any other agency in promoting good citizenship and forwarding the interests of our national economy. It is that way because good citizenship is lifted to higher ground through home ownership and the practice of laying aside part of one's earnings, no matter how meager they may be.

Judge Hayes stressed the fact that there should be more installment-saving and less installment-paying. Right now the latter is a fault of serious proportions in this land—this mortgaging of the individual's future to secure immediate luxuries that are so easily translated into personal needs.

And it is an inexcusable fault that with the machinery for installment-saving made available by the building and loan associations, such a small per cent of our people are taking advantage of it. These associations were conceived and established in the interest of the wage earner and those with small incomes, and while it is meant to serve especially in providing a safe and easy and reasonable way to build homes, the value of periodic saving is by no means the least important objective of the building and loan program, whether the shareholder has the homing urge or not.

It is significant that the 176 building and loan associations in North Carolina financed the construction or repairs of 113,000 homes in this State in 1938. It is reasonable to assume that a large percentage of these would not have eventuated but for the availability of this service.

And it is gratifying to know that North Carolina associations showed a gain of 12 per cent in assets in 1938, standing in fifth place among the States in this respect. This comes from good business management and from the high character of those who head every single organization in the State. For it is a fact that even back yonder when banks were "busting" in our faces the building and loan associations kept to an even keel with no losses for anybody.

If this paper could influence only a few of our folks, particularly the younger ones, who are taking advantage of the service our local building and loan association provides, to become shareholders, we would feel that we had contributed a lot to the good of the community and to the future welfare of those directly concerned.

Steel Strike—Two Verdicts

Christian Science Monitor.

"Who caused the 'Little Steel' strike of 1937?" may seem like a "cold turkey" sort of question now, but it is one of vital interest in the steel communities and of some consequence to the United States at large.

It is interesting in this connection that last week should have heard two almost simultaneous decisions rendered in which this question was an issue—one by the United States Circuit Court of Appeals in Philadelphia in a case against the Republic Steel Company for back pay and rehiring of strikers, the other by the voters of Cambria County, Pennsylvania, where large plants of the Bethlehem Steel Corporation are located, in a municipal election.

The Appellate Court in a unanimous opinion read by Judge Albert B. Maris sustained the finding of the National Labor Relations Board that "the underlying cause of the strike . . . was Republic's campaign to crush the union by means of . . . unfair labor practices." The Cambria County court of public opinion threw out of office Mayor Daniel Shields, of Johnstown, who was shown to have used company money in fighting the steel workers' union, thereby implying an adverse popular judgment of the methods of the steel company.

While these verdicts do not justify all the actions of unions, and do not alter the need for some modifications in the Labor Relations Act, they are worth keeping in mind if the drive for amendment of that Act should go the length of demanding its total repeal and the extinction of legal protection for rights of collective bargaining.

At Belk - Tyler's Beginning Saturday

SALE ON SILK DRESSES

400 SILK DRESSES
REDUCED

Silk crepes, spun rayons, novelty woollens in dress and sport styles. Big assortment of the newest styles to select from.

Formerly \$3.98. SALE PRICE	\$3.29
Formerly \$4.95. SALE PRICE	\$4.39
Formerly \$5.95. SALE PRICE	\$4.88
Formerly \$7.95. SALE PRICE	\$5.39
Formerly \$9.95. SALE PRICE	\$6.97



NEW DRESSES JUST RECEIVED

Attractive new styles in all the new materials and colors — Ideal for holiday wear. Both dressy and sport styles to select from. Don't miss these bargains.

\$1.98 — \$2.98

Heavy Striped Outing

Good heavy weight, striped outing. 36 inches wide. A regular 15c value.
SALE PRICE—

10c

Fast Color Dress Prints

A good quality, 36 inches wide, fast color dress prints. All new patterns.

10c

Ladies' Outing Gowns

Good heavy outings. Plain and fancy. Regular and extra sizes.

Special Sale

48c

Ladies' Silk Hose

Ladies' fine quality silk hose. All new shades and all sizes.

48c pr.

Better Quality Hose

Ladies' full fashioned sheer silk hose. All new shades. A big new stock to select from.

58c pr.

58 COATS REDUCED

Ladies' fine quality coats. Dress and sport styles. Plain and fur trimmed. All new material. See these.

\$14.95 Value. **\$10.88**
SALE PRICE

\$16.50 Value. **\$12.88**
SALE PRICE

Special Group Of NEW COATS

New sport tweeds, cord woollens and herringbone. Sport and dress styles.

\$7.95 - \$9.95



FULL SIZE SINGLE BLANKETS

Good Heavy Weight Blankets — All Color Plaids. Full Double Bed Size

59c

Sale on Suede Shoes

All \$5 Suede Shoes Reduced

NATURAL BRIDGE And
SWEETHEART SHOES

Novelty ties, straps and walking oxfords. Black and brown. High and medium heels. Widths AAA to C.

\$3.88



Ladies' Dress Shoes

Novelty pump, novelty ties, black and brown combinations. Suedes and kid. All new styles. All widths AAA to C.

\$3.39

Ladies' Novelty Dress Shoes

In All new novelty styles. Pumps, straps and sport styles. Black and brown. All widths. High and medium heels.

\$2.39



All New Novelty Styles. Pumps, Straps And Sport Styles. Black And Brown. All Widths. High And Medium Heels

\$1.77

BELK - TYLER COMPANY — Williamston