

**THE ENTERPRISE**  
Published Every Tuesday and Friday by the  
ENTERPRISE PUBLISHING COMPANY  
Williamston, North Carolina

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Subscription Price  
(Strictly cash in advance)

1 year ..... \$1.50  
6 months ..... .80  
3 months ..... .45

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

Address all communications to The Enterprise

**Says Farming Should be Chemical Industry**

Chemists now claim that farming must become a chemical industry, according to William J. Hale, of the American Research Council.

Doubtless there is much truth in the statement. We already see wonderful changes in the farming industry. We have learned to produce more and waste less. We wasted the most valuable product in oil for a long time, when the gasoline was hauled far out to sea and poured in the ocean to get it out of the way. That has only been a very short time ago.

Cotton had one value 50 year ago, the lint only. Now there is very little of the entire plant that is not used for commercial purposes; the lint for a dozen things, principally clothing, of course, but for many other. The seed, which was for many years of less value than common trash and had to be hauled away and dumped into some ravine or branch about the cotton farm, are among the most valuable food products for both man and beast. The cottonseed lard has taken the place of hog fat, and is used in all manner of foods. Then science has made the

**Discipline in the Home**

Now, while we are engaged in paying the penalty of suspended punishments, is a good time to reconsider the more important uses of switch, shingle, slipper, and hairbrush. With madhouses and jails full of those who vanquished parental authority in childhood, we can the better understand the question of home discipline; a question as urgent as good roads, the tariff, or political slush funds.

Experiments with false doctrines and weak "isms" have been costly. It is the wild oats that parents permit to be sowed in the early years that are reaped by our penitentiaries.

Remember when the long-haired philosophers wept for a rule of reason in the home and plead for logic as against spanking? Recall the academic campaigns against the cruelty of corporal punishment? There are those who do. Their faces are hard and their records murky.

Ell Frances Lynch, in a delightful and informative book called "Bookless Lessons for the Teacher-Mother" makes this truthful statement: "A child is never so happy and contented as when he finds himself relieved from the necessity of deciding whether or not he will obey, by having it decided for him, even through the instrumentality of a switch or birch. This explains why a delicate child is often set on the road to health through the setting up of the simple process of rigid discipline."

Discipline is a responsibility of parents. It is not to be dodged or un-culdy mellowed. It is not to be passed along to church or school. Expertly and consistently applied, it lubricates the bearings of family life and removes many an irritating squeak and rattle, forestalls many a serious break.

**Money to Burn!**

\$562,751,466!

That was our nation's fire loss in 1925, according to the National Board of Fire Underwriters, the country's authority on the subject.

\$13,689,432—that was the increase over 1924. The increase in the annual fire loss since 1923 is \$403,759,969.

Who pays this tremendous annual tribute to destruction? Not only the owners of the property destroyed. Not only the families of the 20,000 persons who die in fires every year. Every resident of the country pays his share.

For this loss, exceeding half a billion dollars annually, is what keeps insurance rates high. These destructive fires—one dwelling house burns in our country every four minutes day and night—are what makes it necessary for the taxpayers to maintain fire departments. The national fire loss is a national problem. For

that reason, President Coolidge has set apart this week for public instruction as to the causes of fires and means of preventing them.

Just what this half-billion-dollar drain on our national wealth means may be visualized in this way: Uncle Sam, in taxing the incomes of his people, allows an exemption of \$200 for every child. That is exempted, presumably, because it is sufficient to keep a child in school for a year. On this basis, it appears that the money we waste by fires every year would keep more than 2,000,000 children in school.

Yet we go on wasting it, for it is waste, because it can be prevented. Insurance experts, fire department officials, and engineers firmly state that 75 per cent of the fires that cause this tremendous total loss are preventable. How? By being careful with matches, cigars, and cigarettes? Certainly; that would help. By keep-

ing chimneys clean so that they don't throw burning embers upon roofs? Surely; that's a wise precaution. These measures—all measures of common-sense carefulness—are necessary. But caution alone won't save our nation \$562,751,466. What is more needed is precaution. The reason why buildings burn is that they are built so they will burn. The fundamental way to prevent their burning is to build so it won't burn.

This doesn't necessarily mean that the average home owner must adopt expensive masonry constructions to substitute the traditional American wood-frame house. It means to build wisely with wood—use wood but protect it at its most vulnerable points.

The development of modern building materials has made this possible at a cost no greater than that of unprotected construction. For example: A wood frame can be sheathed with incombustible mineral in place of inflammable wood sheathing. On the inside of the frame a gypsum lath—literally a rock lath—can be used in place of tinderlike wood lath. An artistic and beautiful exterior finish can be put on the house through the use of colored stucco. Or brick or stone may be used. The roof can be of slate, asbestos, cement tile, or other fire-resistive material. Insulation and fire stopping can be installed in one operation between walls, floors and over ceilings through the use of dry-fill gypsum.

How much money have you to burn?

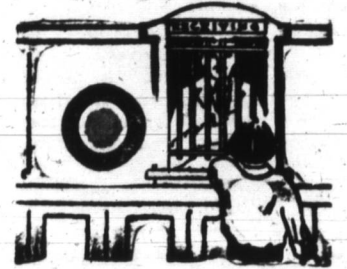
**NOTICE**

Under and by virtue of an order of sale made by the judge in the superior court at the September term of court, 1926, in an action entitled "Mrs. Nona Grimes vs. Harry Waldo, et al," the undersigned commissioner will, on the first day of November, 1926, at 12 o'clock noon, in front of the courthouse door offer at public sale to the highest bidder, for cash, the following described land: Beginning at the mouth of a Cabin Branch at the run of the said Creek, running nearly a N course, formerly

Abner Brown's line, to the mouth of Deep Run Branch; thence up said branch to the fork, thence nearly a NW. course along formerly said Abner Brown's line to a corner, a pine, Pugh's corner; thence along the said Pugh's line to James Brown's line to a corner, a sourwood; thence along said Brown's line nearly a SE course to the center of a marsh, an ash and maple, a corner; thence up the various courses of said marsh to a gum, a corner, Thos. Price and Joe Browns, thence nearly an E course to Thos. Price, a pine; thence along a line of marked trees up the edge of the said marsh nearly a N course to a pine standing in the mouth of a branch, Benjamin Martin's line; thence up the said branch to a corner, a maple; thence 85 poles to the road, Benjamin Martin's corner, a pine standing on the S. side of the road; thence down the said road towards Hamilton, to a white oak on the S. side of the road, Jarrod Manning's corner, in John Horton's line; thence along Jordan Watson's line of marked trees to a corner, an oak in J. Sherrod's corner; thence along said Sherrod's line of marked trees to a cypress, nearly the run of Conoho Creek; thence up the various courses of said creek to the first station; containing 462 acres, more or less.

This the 4th day of October, 1926.  
B. A. CRITCHER,  
Commissioner.

**Getting Money Ahead puts Worries Behind**



Tobacco is selling high. Save something and put yourself in the independent class so that you can run your business next year on a cash basis. This bank will be glad to have you deposit your money for this purpose, and is able and does guarantee absolute safety for your money.

**Farmers and Merchants Bank**

**Pitt County Fair**

October 12th to 16th -- Greenville, N. C.

THREE TIMES AS MANY EXHIBITS EVER SHOWN BEFORE  
Horse Racing -- Full Program Free Acts

VIA-KEN AMUSEMENT CO. WILL FURNISH THE BEST MIDWAY EVER SEEN HERE. FREE ACTS IN FRONT OF THE GRANDSTAND DAY AND NIGHT

**5 BIG DAYS and NIGHTS 5**  
and Fireworks Every Night