

Raw Silk Takings Rise In 1938-1939

Raw silk consumption in the United States should run from 410,000 bales to 420,000 bales, an increase of 39,520 bales, or 9 per cent, when compared with the last seasonal year's consumption of 380,480 bales, according to a forecast by the International Statistical Bureau.

"Based on this figure and the average percentage of Japanese silk to total silk consumed in this country, we expect takings of Japanese raw silk to total 390,000 bales to 400,000 bales during 1938-1939," says the bureau. "This compares with 357,600 bales consumed in 1937-1938."

"Demand from fabric manufacturers is expected to show somewhat of an increase as compared with last season. The extent of increase will depend on the future price trend. Factors such as increased style importance of silk, favorable price comparisons during July, August, and September with prices last fall, and increased consumer income will tend to increase consumption of raw silk. On the other hand, factors such as the low price of rayon and wool, the fine quality of rayon fabrics and rayon mixtures and the sharp increase in silk prices will tend to diminish this increase in demand."

"The hosiery industry continues to be the bright spot in the situation. Sales at retail have been above a year ago, despite the decline in general business. The need for coverage on the part of retailers and the continued strong position of manufacturers put the silk hosiery industry in an extremely favorable position to respond to increased retail sales. Consumption of silk by all types of hosiery industries should amount to between 280,000 bales to 285,000 bales during 1938-39."

"The underwear industry continues to decline in importance as a silk consumer. However, low stocks, favorable retail demand, low prices and increased demand for better type merchandise should increase the use of this fiber in underwear. Further sharp advances in prices will restrict its use, however."

If it's a gift you need for the new baby or clothing for the children who are older you will find an ample stock of gifts and clothes at Margolis Brothers.

Check your wardrobe, list your needs and make ready to fill them during Margolis Brothers' nineteenth anniversary sale, beginning Thursday, November 17th.

DISTINCTIVE STYLES AT MARGOLIS BROTHERS



Pictured above are some of the distinctive styles in Men's and Women's Clothing to be found at Margolis Brothers the store, the store that carries to-morrow's styles—today.

Announce Latest Trends In Modern Underwear Styles

Novelty, convenience and neatness are making snap-fastened woven-fabric shorts take precedence over the buttoned kind in many customers' minds. This type of closure, it is reported, stands up better in the laundry than do buttons, which are likely to crack or flake off.

Another bang for buttons is the growing popularity of shorts with elastic waistbands and buttonless fly. The tie-side type, however, with the buttoned front, is still very well liked.

There is renewed interest in underwear of the three-quarter-length sleeve type, in the knitted division. Athletic shirts in wool and blends of wool should win the preference of men used to such garments. Wool blends for winter wear have

been extensively experimented with for lightness of weight and the results, now being marketed, are extremely saleable. Half wool and half cotton is considered a good mixture, and half wool and half silk, the wool being Australian baby lamb's wool, has softness of texture and warmth, with a minimum of weight. Wool, cotton and rayon, the wool as little as 10 per cent, has been meeting with approval. Fabric identification is being made.

While most wool underwear runs to the natural gray, tan and cream tones, underwear in brilliant yellow and bluish mixtures has been designed for skiers and winter sportsmen. One type of ski underwear has long drawers with loops at the ends to slip under the feet.

1938 Recovery Is Continuing Its Gain

New York—Accelerated by government spending, the 1938 industrial recovery continues to gain ground with experts predicting an even sharper upward movement in business indices now that the elections are over. Evidences of better business is seen in many lines. Dealers in office equipment and supplies report improved sales, and expect fourth quarter volume to be 20 per cent over 1937. Helped by warm weather which has allowed new building to go ahead rapidly, plumbers and heating equipment salesmen say that business is about 15 per cent ahead of last year.

During November department store sales will more closely approximate 1937 records than in any month since last April, according to present predictions.

Every shopowner would like to report that his sales are better than they were in 1929 and that is exactly what the battery merchant will be able to say this year, if he shares the increased business predicted last week by S. B. Robertson, president of the B. F. Goodrich Company. Mr. Robertson estimated that battery sales this year would exceed \$92,000,000 or 18 per cent better than last year and 7 per cent more than 1929. For such a common every-day product as the electric storage battery, Mr. Robertson gave an interpretation which is astounding to those of us who think in terms of a single battery in our car. He pointed out that the 29,913,000 automobile batteries now in use produce fully one-sixth as much energy as turned out annually by the nation's powerful turbines. Research has made it possible to make a storage battery guaranteed to last as long as a motorist's car, Mr. Robertson added. This has been done by developing non-flood devices, cedar separators, and flexible, porous, sun glass retainer mats, one of which is now placed on each side of the positive plates.

Legion Auxiliary To Hold Fourth District Meeting

The American Legion Auxiliary will have the Fourth District meeting in Woodland, N. C., on November 16, 1938, at one o'clock as announced by Mrs. H. L. Swain, state vice president, and chairman of this area.

At this meeting, Mrs. Herbert Taylor, department president, and Miss Aurelia Adams, Department secretary, will be present and make talks concerning the activities of the Auxiliary.

All members of the Auxiliary of Martin County are requested and invited to attend.

Local Public Library Adds To Its Membership

Seventy-one citizens responded to the membership drive made by the Williamston Public Library Board this past week. The receipts totaled \$119.95.

Representatives from the various civic organizations who solicited these funds to be used in the purchase of new books were:

Mrs. Francis Manning, Mrs. Coy Lamm, Mrs. Charles Peele, Miss Ruth Jenkins, Mrs. James Cooke, Rev. John L. Goff, Mr. Bruce Wynne, and Mr. J. Sam Getsinger.

Anyone else who wishes to become a member of the Williamston public library association may do so by giving or mailing one dollar or more to any of the above names.

They Say Wearing Clothes Is Work

Being a clothes horse is almost the biggest part of her job, stated motion picture actress Adrienne Ames recently, when she asked government officials to make a big deduction from her income tax on account of the upkeep of her wardrobe. Miss Ames told the government tax men who were interviewing her that after wearing a \$200 dress half a dozen times she has to sell it to an old clothes dealer for \$10 or so. "I have a reputation as a stylist to maintain," she explained, "and if I wore a dress half a dozen times after being photographed in it, peculiar comments would be made." Among other incidentals in her wardrobe she listed a pair of gloves at \$16 and a bathing suit for twenty dollars.

For her official interview, the final result of which is still up in the air, Miss Ames wore a smart plum colored suit, the price of which she didn't reveal.

Is Your Gown In Proper Rhythm?

Up in Ithaca students of the New York State College of Home Economics are designing clothes to music! This advanced theory holds that each of us is a certain rhythm type and if we are well dressed our clothes must express our rhythm.

From swing to mazurkas and graceful waltzes goes the concert. The students design clothes and accessories in the spirit of each rhythm. "If you're calm, poised and graceful, you're the waltz type, and your clothes should express the same rhythm in both color and line," the instructor points out. It's all part of the campaign to "be yourself in your clothes" and, of course, you couldn't be if your gown were out of time with your personality.

Sincere Congratulations

TO

Margolis Brothers

On the Celebration of Their
19th Anniversary

1919 - 1938

EMPIRE STATE HATS

Sold

Exclusively

By



Margolis Brothers

Empire State Hats are stylish and economical and made from quality materials. The Well-Dressed Man will call for a hat by EMPIRE STATE.

Passman & Co., Inc.

Growing With Williamston

THIS CAN BE ACCOMPLISHED ONLY THROUGH THE

Building of Goodwill in the Community

GOODWILL

Can be gained only by Fair Dealing — By showing and selling correctly styled merchandise at the right time, sold at only a fair profit margin.

To do this the merchant must associate himself with resources whose reputation is assured for

CORRECTLY STYLED MERCHANDISE AND STANDARD FABRIC VALUES FOR NINETEEN YEARS

MARGOLIS BROS.

HAVE BEEN GROWING WITH WILLIAMSTON

SUPERBA CRAVATS

Are proud of the fact that their products have played such an important role in their success.

Superba Cravats Appreciates the Confidence of the People of Williamston

— WE TOO —

Extend Congratulations

TO

MARGOLIS BROS.

ON THE CELEBRATION OF THEIR

19th Anniversary



SINCERE GOOD WISHES

On this special occasion we wish to do honor to this reputable firm by extending our good wishes and heartiest congratulations.

The Firm of
MARGOLIS BROTHERS

Sells and Highly Recommends

KAYSER

HOSE, GLOVES and UNDERWEAR

Friends and Customers of
MARGOLIS BROTHERS

When you attend this 19th Anniversary Sale, be sure to call for Gloves, Hosiery and Underwear with the Kayser trademark. They are better at any price, yet they cost no more than you would ordinarily pay.



Julius Kayser and Co.

NEW YORK