

## THE RALEIGH ENTERPRISE.

An Independent Newspaper Published Every Thursday

BY

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As Noah once owned the earth he was probably the richest man of his day.

The "Chadwick Papers" should not be confounded with "Pickwick Papers."

The fellow who blows out the gas seems to be making himself scarce this winter.

The Nan Patterson jury disagreed. Nan returned the compliment by disagreeing with the jury.

Mr. Carnegie has not given any \$500,000 promissory notes for Christmas presents, so far as we have heard.

If the President accepts all of the invitations being sent from the South, he will make another strenuous year of it.

The Agricultural Department at Washington announces that it has discovered or developed a variety of orange that will live in a temperature six below zero—that is—the tree will. Is this another guess?

The Sultan of Morocco wants to trade with this country. We see no objections. In fact, we have become quite familiar with Morocco goods, ranging from morocco-bound Bibles to morocco-bound pocket ticklers.

In the busy town of High Point eight marriages were solemnized on Sunday the 25th. They don't take time for such affairs there except on Sunday or on holidays. In one instance the bride declined to answer in the usual way, but said she would "love, serve and obey" her hubby "if he is good to me."

It is stated that the authorities in Mississippi have been trying for two years to suppress whitecapping. Note that "for two years." It has been going on for twenty or more years. But this is encouraging. Recently two members of that fraternity were convicted in that State. One goes to the penitentiary for life, the other for ten years. Fifteen others are under arrest.

### FINANCIAL ADVERTISING.

Several local newspapers having commented upon the fact that Raleigh banks have not, as a rule, been regular advertisers in the newspapers, Mr. Jos. G. Brown, President of the Citizens National Bank, has decided to try what virtue there is in newspaper publicity.

During the past ten years the Citizens National Bank has been remarkably successful. The deposits and assets have both grown nearly 300 per cent. This shows careful and wise management. It was done without newspaper advertising. President Brown is going to test newspaper publicity by using a few of the city papers regularly. That is the kind of advertising that wins.

Why shouldn't financial institutions advertise? It is the quickest and cheapest method to communicate with the people in their territory who may have business with a bank. Oftentimes they can and do produce arguments that induce people to become depositors who may have previously hesitated. Any bank in any town can very well invest money in space to convince people of the importance of using the bank as a savings institution or depository for the safe-keeping of money instead of keeping it at home where thieves or safe crackers are liable to get it. Many thousands of dollars are lost annually in this way. If the owners would place it in the bank its safety would cost them nothing. The bank that does the most and best advertising is likely to be the one that will get the people who never have been depositors.

Banking competition is growing keener. Every town has one or more banks and they have customers—friends. Some business men never advertise; some banks may never. But watch the live business man and the live bank—they are the winners of the future.

The local bank in a small town is a good thing. But for safe-keeping, the bank in a large or small city, with adequate police protection and strong vaults, will always have the preference.

### A VALUABLE CHRISTMAS PRESENT.

The city of Raleigh is indebted to the Seaboard Air Line Railway for an expensive and valuable Christmas present, one the city has long desired.

It was announced Sunday morning that the special train from Weldon to Raleigh and return will be put on early in January. This will no doubt add materially to the list of regular shoppers visiting Raleigh and will prove a great convenience to people along the line and to the traveling public generally.

The Chamber of Commerce and other citizens who worked to get this train should have the thanks of all our people. Mr. Norman E. Johnson, of the Merchants Journal, who gave much of his time to it, going after it with the kind of energy that accomplishes things, should have special thanks.

Now that the business concerns here have practically all they can expect in the way of convenient schedules for shoppers, it is up to them

to use printers ink liberally in telling the shoppers of the advantages they can offer if they will come here to buy. The opportunity is here, do not fail to take advantage of it. The Enterprise was one of the few papers that urged the importance of this train, gave a good deal of time and space to it. Its advertising columns are read by a portion of the people who should have standing invitations to come here to do their shopping, hence it should be used to communicate with them. The live weekly reaches many shoppers who never see a daily paper. Their trade is desirable.

### THE NEWS AS USUAL.

Following an ancient custom most of the weekly papers have suspended during the holidays. The Enterprise, true to its name, appears as usual this week with all of the local and general news worth reading. We hope that the extra labor and expense incurred in getting out the paper instead of taking a rest, will be appreciated by the patrons of the paper and that they will stand by it as it tries to serve them.

We wish to thank each subscriber and advertiser for their patronage and trust that they have all had a pleasant Christmas. If they think we deserve it, we trust that all our subscribers and advertisers will start the new year by giving us even more substantial encouragement than they have in the past and we will strive harder than ever to give them a clean, newsy entertaining paper worthy of their consideration.

### PRETTY WELL UNITED.

It is told that on one occasion during the civil war the Confederates were camped on one side of a river in Virginia and the Yankees on the other side. One night the bands in each army were playing popular pieces, such as Dixie and Yankee Doodle. But the music did not seem to be appreciated by the dispirited men on either side, and it was received in silence. Finally one of the bands began to play "Home Sweet Home." A great cheer was given by the men on both sides of the river. That was something that would please all. One after another of the bands took it up and soon the cheering became general along the army lines.

We have nearly the same state of affairs now in the cotton belt. The low price of cotton has united all factions. It is something that all are interested in. Farmers, merchants, manufacturers, cotton buyers, bankers, lawyers, teachers, etc., are all of one mind now. They have not forgotten five and six cent cotton, when business was paralyzed and values reduced; when a large per cent of the farmers lost their farms and mortgages were appalling in size and number.

The manufacturers are loaded up with cotton bought at around ten cents. It is to their interest to have cotton go up again or they will have a hard time in holding yarn and cloth up even to present prices. It is likely that they would be pleased to see ten cent cotton at the earliest possible moment.

The farmers will meet again on January 7th and no doubt some decided action will then be taken.

### Cream of the Press.

It does seem as if the self-made men always make a terrible botch of their own children.—New York Press.

Colorado will celebrate Christmas without any special stress on the peace on earth portion of it.—Washington Evening Star.

Addicks went to Boston the other day, but did not call on Tom Lawson. He probably decided to buy his own drinks.—Washington Post.

Young Tiffany says he can't live on \$18,000 a year. Well, why doesn't he shuffle off and give some one else a chance to try?—Memphis News.

The Democrats of Boston elected 12 out of 13 aldermen last week. But Democracy seems to be only a local issue in that country.—Memphis News.

With a commission approximating \$2,000,000, there is just cause for rejoicing in Wall street over the success of the Cuban loan.—Cincinnati Tribune.

The Woman's Christian Temperance Union convention scored tobacco again. But not a word about millinery bill retrenchment.—Mexican Herald.

But what we want those witnesses in the Smoot case to tell is whether that man was really lynched in Salt Lake City for whistling "Only One Girl."—Atlanta Journal.

The Duke and Duchess of Manchester are going into the poultry business. Perhaps Pa Zimmerman was on the wrong side of copper.—Chicago Record Herald.

That Virginia paper which asserts that it is every day offered "fine wines and liquors for a mere song" is straining our credulity. Perhaps it can't sing, though.—Montgomery Advertiser.

"The difference between an old maid and a married woman," says Caustic, "is that one makes some man happy for life, and the other doesn't." Now guess which is which.—Cleveland Plain Dealer.

The fact that strawberries and early potatoes have reached the Eastern market will not trouble Clevelanders to any marked extent. It's all we can do to pay for eggs and butter.—Cleveland Plain Dealer.

A correspondent asks us to define a philosopher. We reply that a philosopher is a man who has nothing that can be stolen, and who is satisfied to get a square meal and a good night's sleep.—New York Evening Sun.

Speaking of women's rights, they may be interested to know that the Vermont Legislature has decided by a unanimous vote that a woman in that State has just as much right to be hanged as has a man.—Atlanta Journal.

President Roosevelt shows a disposition to attack the Government printing waste. That man will tackle anything, and next, no doubt, we shall hear that he is attacking Congressional seed distribution.—Philadelphia Ledger.

It is a safe guess that in the next campaign for Congressmen there will not be any organization of Government employes working against the re-election of members they have spotted because they could not dictate to them.—Pittsburg Times.

The gentleman who has discovered that the "whale" in Jonah's case was only a ship named the "Great Fish" ought to go further and prove that the lion's den, into which Daniel was thrown, was the name of the chief hotel in town and no more.—Macon Telegraph.