

### High Weed Price Seen As Helpful To Big Companies

Brookings Institution Cites It As Power Weapon In Market Control

### REPORT PRAISE HIGHLY AAA CONTROL PLAN

### Praise Of New Deal Agency From Agency That Criticized NRA And New Agencies Received With Surprise

Washington, June 16.—High praise for the tobacco control program is contained in a book "Tobacco Under the AAA" by Harold B. Rowe, of the staff of the Brookings Institution, which is just off the press.

The book is more remarkable for its source than for tone, as the latter is nothing new in the flue cured tobacco area.

The Brookings Institution is well known in North Carolina, where its staff has made several surveys of governmental conditions with the report on one of its surveys having been widely used as a campaign issue.

But what gives point to the book on the tobacco program is the fact that the institution has recently conducted other surveys of New Deal agencies which have resulted in severe criticism. Its report on the NRA a few weeks ago received widespread attention and a sharply critical study of the AAA wheat program was released along with the tobacco report today.

The book on tobacco gives to the AAA program the main credit for "spectacular" increases in tobacco prices in 1933 and 1934, it being stated that the marketing agreement in 1933 would have been ineffective but for the assurance of a control program in 1934. One order to freeze out competition and listed encouragement to large manufacturers to pay high prices in order to freeze out competition and other factors mentioned are increased consumption of cigarettes, increased exports of tobacco and devaluation of the dollar.

As to the future, the book raises some doubts, but gives the program the benefit of the doubt as to the immediate future. It is admitted that the benefits so far received by the farmers have caused little, if any, additional cost to the consumer, but it is warned that the process cannot indefinitely continue with that same effect. It is also admitted that the farmers are now overwhelmingly for the plan, but it is contended that their attitude may change because of lessened benefits or because they will begin to take the benefits for granted with the passage of years. The administrators of the AAA are praised for having kept the program flexible so far, but it is pointed out that that will become an increasingly difficult task.

Concerning the buying operations of the big companies, the report says:

"It is reasonable to suppose that manufacturers of standard brands of cigarettes now retailing for the most part at two packages for 25 cents desire to prevent loss of volume to manufacturers of 10 cent brands.

"Prior to development of control methods two principal methods were available; advertising and lowering retail prices. The first is effective only within limits and has not power adequate to prevent a substantial loss of business to new brands. The second means practically a price war.

"Under the new conditions, with a limited supply of tobacco, a third method is available, viz the bidding up of tobacco prices. This

### Women Start War On Roadside Ads

### Would Boycott Products Advertised On Unsightly Signs That Mar The Natural Beauty Of N. C. Highways

A boycott of products advertised on unsightly roadside signs in North Carolina was recommended the other day at a meeting of home demonstration club members in Pinehurst.

In a resolution adopted, the members appealed to farmers, merchants, chambers of commerce, woman's clubs, and other organizations to enlist in the war against signboards.

Many of the signboards not only mar the landscape, but they are also a source of danger inasmuch as they divert the driver's

would increase the costs of manufacturers of lower price brands, whose margins necessarily are narrow. Thus an effective weapon against price competition is afforded which may be used at much less cost to the established industry than a price war."

The report draws the following general conclusions:

"The program has been effective in obtaining substantial benefits for producers in both 1933 and 1934. Growers' aggregate incomes from tobacco production increased very considerably in both these years because of price enhancements attributable to the program, and because of the benefit payments made in connection with production control plans. Processing taxes have furnished adequate revenues for financing the program. The benefits received by growers have been derived from the former profit margins of the manufacturer, while it appears that consumers of tobacco products have borne little if any of the cost thus far.

"It may be that the benefits would not permanently justify the maintenance of the complex and expensive administrative machinery required for a program of this type. Furthermore, it is entirely possible that other effects, including those upon consumers, would be of a more undesirable character from a longer point of view. But the evidence seems clear that during its first two seasons of operation the program has been successful in attaining the objectives which were sought with respect to tobacco."

### Southport Team Wins Over W. L. I.

Southport nosed out a 11 to 10 victory over W.L.I. in an interesting game played here Friday afternoon.

Fred Willing pitched for Southport and held the visitors well in check until the latter stages of the game. He helped his own cause by hitting a home-run.

Fielding features of this game were provided by Carey Reece, Southport first baseman, and Robert Thompson, center fielder. Rurrus was the Southport catcher; D. McKeithan, H. McKeithan and Baggett formed the W.L.I. battery.

The CCC boys staged a seventh inning rally Saturday afternoon to gain a 10 to 7 decision over the Southport team. Robert Thompson was on the mound for the town team and had the camp boys at his mercy until the seventh, when they scored seven runs.

Moore was the Southport catcher; Woodard pitched and Wagner caught for the CCC outfit.

**666** Checks Malaria in 3 days Colds first day. Liquid Tablets Salve - Nose Tonic and Laxative Drops

ers' attention from the road, the signers, is for those who signed resolution stated.

The women also commended the Agricultural Adjustment Administration for its benefits to farmers since last year; and group agriculture, which are being felt three, with 7 members, includes by the club women and business all new signers who are establishing a corn-hog base for the farmers themselves.

After throwing their support behind the world peace movement, they turned to the moving picture industry to endorse the improvements made in the moral tone of pictures.

The use of motion picture theatres as "nurseries" for children while the parents go about other activities was deplored as being bad for the mental and physical development of children.

A resolution adopted by the Cumberland county farm women prior to the meeting at Pinehurst requested that rural electrification be given a prominent place in the public works program.

Copies of the resolutions have been sent over the State for study by club women so that delegates to Farm and Home week at State College this summer may be prepared to act upon them at that time.

### ELECTION NOT HELD

There has been no meeting of the local school board for the election of members of the faculty for the Southport school during the coming year. A meeting for this purpose is expected to be held at an early date.

### MAKING REPAIRS

A new floor is being laid this week in the building occupied by Watson's Pharmacy.

### COUNTY CORN-HOG CONTRACTS TYPED

Continued from page 1.) Hickman's wife is the sister of the dead negro. The inquest Monday night was

held in the colored school at Bolivia and was attended by a large crowd of white and colored spectators.

Members of the coroner's jury were Henry Maulsby, foreman, L. J. McKeithan, McNeill McKeithan, D. P. McKeithan, J. P. Hand and F. E. Galloway.

### MEASURING LAND FOR COMPLIANCE

Continued from page one Where a farmer is found to have overplanted his acreage allotment, Ellis stated, he will be asked to remove the excess from cultivation or else forfeit his contract and all benefit payments he has received.

The measurements are being made with tapes and other equipment designed to insure accuracy. The work will also be checked by experts to make sure that no mistakes are made, he added.

Five re-check engineers will go out from the college soon, he said, to aid county supervisors check over the work done by the township supervisors. In cases of

### LIGHTNING KILLS SHALLOTTE MAN

Continued from page 1.) standing directly beneath the flue when the bolt struck. His body was badly burned and one shoe was torn off.

Dr. W. R. Goley was called but young Cheers was dead before he arrived.

The deceased, who was the son of Mr. and Mrs. C. S. Cheers, was an industrious young man and was unusually popular in his home community. In addition to his wife and parents he is survived by a number of sisters and brothers.

### TRYING TO LINE UP IMPROVEMENTS

Continued from page one) of the old school building and the lumber will be used for the erection of a colored school in the Supply community.

Officials hope to be able to install new machinery in the local power plant and this, together with other improvements, should give local patrons better service.

### BOLIVIA NEGRO IS INSTANTLY KILLED

Continued from page 1.) ill feeling between the deceased and the defendant prior to the shooting.

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### MAY RE-INSTATE OFFICE OF HOME AGENT IN COUNTY

Continued from page 1.) agent would be provided to take charge of work in Brunswick county.

Chairman H. O. Peterson was sick Monday and was unable to attend the meeting. Definite action on this matter was postponed until today (Wednesday).

### SHORT SESSION OF COURT HELD

Continued from page one fullness of the man of the family. Ill feeling ended in a free for all fight in which Mae, Goldie, Lillian and Carletta joined their mother in an attack upon their father. All five were found guilty of assault and were given 60

days on the roads, this being suspended upon condition that they pay the costs of the case and post a bond of good behavior during the months.

Greer Gore, white, guilty of assault and was sentenced being suspended upon condition that the defendant be of good behavior for a period of two years.

### ROGER CLEMMONS SERIOUSLY INJURED

Continued from page one ination revealed a compound fracture of the left thigh. There also painful injuries to the hip, resulting from a fall and dislocation. Reports from hospital Monday indicated Clemmons' condition was actually favorable, although he appeared to be in no immediate danger.

The railroad car which truck hit was loaded with red rock and was headed Southport. The truck was damaged.

## Stop! Heed! And Speed To Efird's Annual June Sale

### NOW ENTERING 4th BIG WEEK STARTING FRIDAY, JUNE 21st

#### New Mark-Downs! New Goods! And Hundreds of New Savings For You!

## Only One More Big Week

### Join Every Crowd Headed For EFIRD'S

<b>LOOK!</b> EXTRA SPECIAL One Big Lot TAILORED and RUFFLED CURTAINS In Suntan and Cream for 39c pr.	<b>LOOK!</b> Big Rack of New Lace Dresses Sizes 14 to 20 in Pink, Maize, and Light Blue for \$1.65 each Values up to \$2.50 each for the above Price.	<b>LOOK!</b> Big Rack Of Voiles And Batiste Summer DRESSES smart new styles, for \$1.65 each
<b>BIG TABLE OF FAST GOOD QUALITY IN ALL THE COOL Summer Patterns for 13c yd.</b>	<b>Big Rack of SUMMER DRESSES</b> Silks, Organdies, Voiles. Every novel summer trim. sizes up to 16. for \$1.79	<b>Big Tables Of BEST QUALITY 80 Square Dress Prints Regular 22c Quality for 15c yd.</b>
<b>LOOK!</b> Big Table Of SHEER COOL SUMMER MATERIALS "Batiste and Handkerchief" Lawn— for 18c yd.	<b>LOOK!</b> Big Lot Of Ladies' Pure Thread Silk Chiffon Hosiery The Seasons new colors (Slightly Irregular) But Un-Noticeable for 44c pair	<b>LOOK!</b> FIRST QUALITY PURE Silk Hosiery Full Fashioned. All wanted shades— for 49c pr.
<b>BED SHEETS</b> 88x90, good quality seam- less Bed Sheets. Originally \$1.00 value— for 79c PILLOW CASES 21c each Extra, Good Quality	<b>MEN'S \$3.00 WHITE Dress Oxfords</b> Well made choicest quality leathers in plains and per- forations— for \$1.94 pr.	<b>MEN'S \$4.00 WHITE Dress Oxfords</b> All sizes in Summers smartest sport styles— for \$2.95 pr.

<b>LOOK!</b> LADIES' NEW Summer Slippers Cool and white, for Hot Weather Dress Wear. Values on this big table up to \$2.50. for \$1.44 and \$1.94	<b>LOOK!</b> Big Rack of CHILDREN'S SUMMER Dresses All fast colors in sheers and printed percales, values to \$1.29 in some cases. All good styles CLOSE OUT OF 128 DRESSES for 38c Most all sizes up to 10.	<b>LOOK!</b> Boys' Heavy Quality DENIM "BIG LEAD" Overalls for 38c pr. Third Floor Men's "Loud Speaker" 8 pocket Overalls for 75c pr. Heavy, good quality.
Men's well-made, Full-Cut Semi-Dress Pin-Stripes And COVERT WORK PANTS for 79c pr. BIG LOT OF HEAVY Turkish Towels Mill ends, but good Absorb- ent Quality. Soft and fluffy. At Three Prices— 10c, 14c and 19c (Fourth Floor)	<b>BOYS' SUMMER SLACKS</b> in white and colors. Most all sizes for boys—big or little— for 97c Bed Pillows Heavy Quality Tick and filled with first grade feathers— for 69c, 95c and \$1.25 (Fourth Floor)	Beautiful New CRETONNES In florals and every new decorative motif for sum- mer— 10c 15c 22c yd. Quality unbelievable at the above low prices. One Big Table of RUFFLED CURTAINS 2 1/4 and 2 1/2 yds. long in cream, white and colors— 2 pair for \$1.75

## Efird's GREAT ANNUAL June Sale

Now Entering Fourth Big Week Of Value Giving!

### WILMINGTON, N.C.

## — YOUR LOCAL — PHARMACY

Is more than a place to have prescriptions filled. We carry a complete line of Drug Store Merchandise. Ask for what you want—If we don't have it we'll get it for you.

### Watson's Pharmacy

Southport, N. C.

### Little Known Facts About Banking

#### An Interesting Fact to be Remembered

It is not generally known that the banks outside the larger cities of the country have granted, all through the depression, far more loans, proportionately, than the banks from which "loan statistics" are usually gathered.

In fact, had it not been for the splendid cooperation of the independent, home-owned, home-managed banks in the smaller cities and communities, local enterprise would have suffered more than it did.

The so-called "country banker" by his knowledge of local conditions, his intimate acquaintance with his customers and his willingness to "go along" with worthy borrowers, helped far more than is generally known to cushion the heaviest blow ever felt by the American people.

### WACCAMAW BANK & TRUST CO.

Whiteville Chadbourn Fairmont