

FARMVILLE ENTERPRISE

FARMVILLE, N. C.

Published by
THE ROUSE PRINTERY
Farmville, N. C.

Subscription Price:
Year \$2.00—6 Mos. \$1—3 Mos. 50c

Resolutions of Respect, Cards of Thanks and all Notice of Entertainments for profit will be charged for at the rate of 2 cents per word. Cash to accompany order.

Published weekly and entered as Second Class Mail Matter at the Post Office at Farmville, N. C., under Act of March 3rd, 1879.

ATTRACTIVE OFFER

Naturally interested in any project which benefits Pitt county and Eastern North Carolina, Farmville citizens have more than usual concern in the proposed construction of a new hospital since a concerted effort will be made to have the institution located in or near this town.

Without exception, the location of major tax-supported and public-maintained institutions of this type has always been a headache to members of governing bodies who, in nearly all cases, lay personal feelings aside and conscientiously strive to make decisions which will be best for the county as a whole. That is as it should be. Officials not willing to follow such a course are not worthy to wear the toga of public positions.

Farmville's offer, which The Enterprise has been informed will be made when the time comes, to assume more than its share of the hospital costs in order to have a voice in determining its location can't be taken lightly.

If all other factors were equal, Farmville's location in the southwest quarter of the county would eliminate her from the running but the offer to pay \$100,000 (possibly more) while the rest of the county furnishes \$200,000 is a proposition which the Commissioners must weigh carefully before making a final decision.

There is a chance that other communities in the county want the hospital and will come forward with an offer similar to the one Farmville will be prepared to make. But unless something of the sort does transpire, an unnecessary \$100,000 burden will be imposed upon tax-payers if Farmville makes a bona fide offer and it is rejected.

THE SMALL TOWN COMES INTO ITS OWN

(The Kiwanis Magazine)

In a recent article on business, "Pathfinder" calls attention to a trend which is of great interest to the smaller cities.

The General Electric Company has announced that in less than a year and a half it has increased its factories from 36 to 93 in 29 cities. Most all of these new plants are in comparatively small towns.

This is what economists have advocated for years and called decentralization. General Electric is not the only company which has adopted the idea. General Motors, du Pont, U. S. Rubber, Alcoa, Philco, Pittsburgh Plate Glass and U. S. Steel are virtually in a race to see which can accomplish the greatest decentralization in the least time.

To the cities in which they have opened plants, this means the prosperity which goes with steady payroll. It means a balance between agriculture and industry, so that if one is in depression the other will carry the town.

Plant managers are being instructed in public relations technique that they may establish friendly feeling between their company and the new community and that their basic free enterprise may enjoy the good will of the citizens.

There are a hundred advantages for the town, the company and the employees.

For the employee, there is the incentive to buy a small home in the town where their children will be in school, where they can catch perch in the creek, swim in the mill-pond and play ball in the meadows instead of the streets.

Land costs are lower both for the company and its home-seeking employees.

Waste disposal problems are more easily solved.

Factories can be spread out, landscaped and made more attractive for both employees and the public.

A good supply of native American labor is available which can learn quickly how to perform factory operations.

Raw materials are closer and available in larger quantities, and the attitude of the citizens in these small towns is cooperative rather than antagonistic.

Decentralization is a tendency which is prepotently from every angle.

Ordinance Worker
At Marlboro Tonight

Ordinance Worker
At Marlboro Tonight

THE PHILOSOPHY OF GRAB

(Industrial News Review)

In recent weeks a number of highly-publicized cuts in the costs of certain commodities have been made. Business has shown a disposition to cooperate with the President's request for lower prices, and the retailers of the country have been especially aggressive in their organized efforts to protect the consumers' buying power. Some have voluntarily absorbed wholesale price increases.

However, so far as the average family is concerned, there certainly has been no appreciable change in the cost of living. No price reductions of consequence have taken place in the basic commodities which must be bought from day to day.

Furthermore, distasteful as the fact may be, the cost of living will not go down to any extent so long as a philosophy of grab characterizes our national life. Millions of Americans are working on the theory that they can get more while they do less. This ruinous theory is being followed by large segments of organized labor. Wage rates in all industry are far above any previous level. Yet industry after industry reports that worker productivity is down ten, fifteen and twenty-five per cent from the prewar level.

The philosophy of grab appears in management as well. There are undoubtedly businesses which could reduce prices. The sooner competition forces these enterprises into line or out of business, the better off the whole country will be.

Government itself, through its fiscal policy, will finally resolve the question of inflation one way or another. The unpalatable truth is that all of us, regardless of our particular place in the scheme of things, have a direct responsibility. The philosophy of grab is inflation's most potent ally.

Economic Highlights

(Happenings that affect the dinner pails, dividend checks and tax bills of every individual)

It will certainly not come as a shock to newspaper readers to be told that the great postwar spending boom is but a shadow of its former lusty self. It has tapered off in almost all lines, and in some fields it has practically come to a halt. Many of the speculations of economists deal with the question of whether we are approaching a depression or a recession—the latter being, of course, a sort of midsize depression. Opinion on this runs the whole gamut, from the optimists who think business and employment will hold at high levels, after certain "corrective readjustments" are made, to the pessimists who forecast darkly that what is coming will make the '30s look like giddy prosperity.

Regardless of the guesswork, some of the economic facts of the time are worthy of sober thought. One of the best summings-up recently appeared in the Wall Street Journal, under the by-line of a staff correspondent, Vermont Royster.

Mr. Royster, whose sources are largely governmental, starts out by observing that "the nation's families are going back to the old American custom of living off next week's paycheck." What this means is that the cash buyer, whose name was legion during and immediately after the war, is becoming harder and harder to find. During 1946, consumer credit alone jumped \$70,000,000 and was 65 per cent higher than in the same month of 1945. In other words, the American family is returning to the little down and a long time to pay system of buying what it wants.

As is to be expected under these conditions, savings are dwindling. According to Mr. Royster, nearly half of the \$25 government bonds purchased in 1945 had been redeemed a year later, and the rate seems to be increasing. And where, in 1945, the nation's families were saving nearly 24 per cent of their income, the rate has slipped down to 10 per cent—about what it was in 1940. It is highly significant that this has occurred in spite of wage increases for most workers, and indicates just how tough the rise in the cost of living has been on the typical family.

The volume of business is showing signs of suffering from these trends. As is to be expected, businesses of the luxury character have been hit hardest so far. A long time ago the night clubs and taverns began to feel a pinch. Amusement enterprises have been subjected to the bleak wind of declining patronage. And now semi-luxuries are feeling a steady drop in purchasing.

In more staple lines, business is still good, but there are clouds on the horizon. Production is rapidly making up the backlog in the majority of lines, and has more than caught up in some. Retailers are buying much more carefully than in the past. Inventories are growing rapidly in both wholesale warehouses and on the shelves of stores. Once hard-to-get items—men's shirts and nylon stockings are good examples—are now almost in super-abundance.

Mr. Royster says that "the building boom, counted on to take up the slack in the economy, has failed to live up to expectations." This was one of the great glimmers of the postwar economy. The experts confidently figured that millions of homes and other residential units, to say nothing of a vast amount of industrial construction, would be needed. It may still be needed—but people just won't

pay the current prices if there is any way to avoid it. Many a returning veteran who thought in terms of the kind of home you could buy in 1940 for eight or ten thousand dollars found that an equivalent home cost twice that and often more. His GI loan wasn't sufficient to finance the kind of house he had pictured in his mind's eye, and his income wasn't enough to make the monthly amortization payments. So, if he could find any kind of a place to live, he didn't build or buy. Trouble ahead is forecast for ambitious residential subdivisions where the costs of the houses and other developments outran the estimates by an incredible amount. On top of that, many people, including GIs, who did buy on small down payments, have given up and are letting the properties go. They simply can't afford to pay for and maintain them.

Mr. Royster says the unemployed now total 2,400,000 people. The trend is up—though not alarmingly so as yet. The Bureau of Labor Statistics now concedes that the number of workers gainfully employed this summer will be below earlier predictions. This is inevitable in the light of conditions.

Some producers, such as the motor-car companies, still have big backlogs of orders, and sales are no problem. But that doesn't mean that everything is rosy. Manufacturers and dealers are definitely worried about what will happen once the backlog is wiped out. Many a prospective buyer has shaken his head at sight of the price tags on the new cars. Thousands of orders have been cancelled.

What it all adds up to is that the basic cost of just plain living is absorbing most of the average family's income, and it has less and less left for other things. That is the growing problem the nation has not yet been able to solve.

FOR SALE, WANTS, LOST, FOUND, ETC.

HOT-WEATHER IS HERE—Have your refrigerator checked and oiled. A stitch in time saves nine. We do it the expert way. **GARNER FURNITURE COMPANY.**

WANTED—Fertilizer bags. We pay 10c each for burlap fertilizer bags and 6c each for white fertilizer bags. **B. L. Lang, Farmville, N. C. 6-12tf**

FOR RENT by the day: 4 house jacks, **WESTERN AUTO STORE.**

FOR SALE—Two truck bodies for 1½ ton truck. 9-foot body and 12-foot body. **BRAWLEY CONSTRUCTION CO., Davis Hotel, Farmville, 13-2p**

SAVE YOUR BACK! Rent our Johnson's electric waxer and do your own floors. \$1.00 for the first day—50 cents each additional day. We have plenty of Johnson's Paste and Liquid in stock. **GARNER FURNITURE CO.**

WANTED—Man or woman to take care of established customers in Farmville and Greenville. Average \$45 weekly income. No investment. Write **J. R. Watkins Co., Dept. S 3, Richmond, Va. 6-4p**

JUST RECEIVED—Shipment of Dupont and Trojan dusting powder for roses. **WESTERN AUTO ASSOCIATE STORE, Farmville, N. C.**

RADIO BATTERIES—We have a good stock—Come in and get one today. **WESTERN AUTO ASSOCIATE STORE.**

WANTED: CORN! \$1.40 per bushel in chuck or shelled. Price subject to change without notice. — **B. L. Lang, Farmville, N. C., Phone 410-1. (M-7-4f)**

JUST RECEIVED — Shipment of Boys' and Girls' BICYCLES — **Western Auto Associate Store.**

JUST RECEIVED — Big Order of VIGORO, Pruning Shears & Hedge Shears. — **Western Auto Associate Store, Farmville, N. C.**

FOR RENT—Jack for breeding purposes. **PECAN GROVE DAIRY. 120-15c**

JUST RECEIVED NICE LOT OF SEAT COVERS — Can fit most cars. **WESTERN AUTO ASSOCIATE STORE.**

TIRES—TIRES—JUST RECEIVED A Big Shipment of DAVIS TIRES and they still carry an unconditional guarantee for 15 months. Get Our Prices before you buy. Liberal allowance for your old tires. **WESTERN AUTO ASSOCIATE STORE.**

BE SURE TO TUNE IN ON W-P-T-F Every Sunday morning from 9:30 to 10:00, and hear about all the new inventions and when they may be expected on the market—informal with songs that are guaranteed to please.—**Western Auto Associate**

Social Security

Some misunderstanding still exists regarding the social security tax returns made quarterly by the industrial and business concerns. All tax and informational returns should be sent direct to the Collector of Internal Revenue, not to the Social Security Office.

This caution was issued today by Marshall Barney, manager of the Rocky Mount office of the Social Security Administration.

He also stated that employers—subject to the law—can save themselves time and trouble by making certain that the name, account number, and wage earnings of each employee are shown on this quarterly tax report.

Mr. Barney explained that old-age and survivors insurance benefits

which will be paid to the worker when he reaches 65 and retires from his job or those paid to survivors, in case of the worker's death, will depend upon the wages credited to his social security account. Each individual account is identified by an account number—the same one that appears on the worker's social security card. Therefore, it is important that the account number of each and every employee be included in the employer's quarterly wage report.

July is the month in which the employer will make his social security tax return for April, May and June of 1947. If his books fail to show the name and account number of every employee who worked for his company during April, May and June steps should be taken immediately to secure the required information.



"TIDYUP IN A JIFFY"

FOR ANY AND ALL CLEANING JOBS

TIDEY

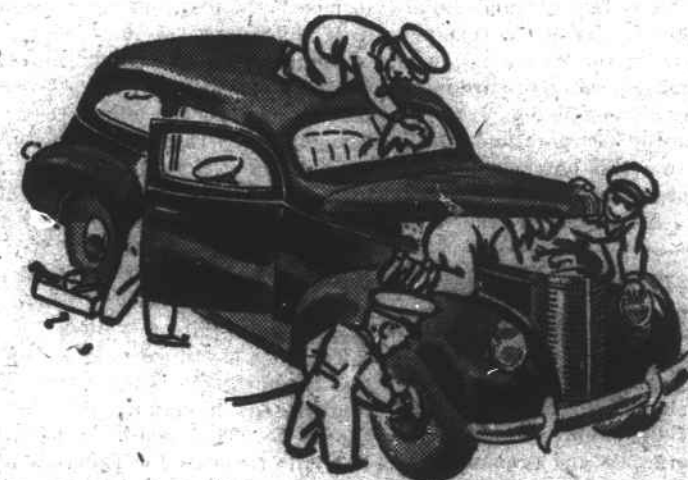
Painted walls, woodwork, hardwood floors, linoleum, Refrigerators, silver, brass, metal, dishes, glassware, carpets, upholstery, etc., etc., etc.

A Quick, Effective, Thorough, Economical Cleanser

— ON SALE AT —

WILLIAMS' GROCERY & MARKET

(EPISCOPAL WOMAN'S AUXILIARY, Agents)



GET YOUR CAR OUT OF A RUT

... bring it to us today for ...

Washing, Greasing, General Repairs

Several good used cars for sale—Priced right

FARMVILLE AUTO SALES CO.

FARMVILLE, N. C.

Help For Auto Owners

North Carolina Automobile Financial Responsibility Law, which is of concern to every auto owner, becomes effective July 1st. The best way to comply with this new law is to obtain Automobile Liability Insurance through

Pitt County Ins. Agency

J. W. JOYNER, Manager

Office Phone Farmville, N. C. Residence Phone

257-1 393-6

This agency is known for the personal service and attention it gives its insured. We are anxious to serve you and feel that we can be of genuine assistance to you.

L-U-M-B-E-R and Building Supplies

Farmville Retail Lumber Yard

PHONE 302-1

Next to Norfolk Southern Depot Farmville, N. C.



WE ATTEND TO ALL DETAILS

To details that would work an inconvenience and hardship on the bereaved family

FARMVILLE FUNERAL HOME

— Day Phone 383-1 —

Mr. Edwards 405-6 — Night Phones — Mr. Joyner 398-1

AMBULANCE SERVICE

Subscribe to THE ENTERPRISE and receive it Regularly — The price is only \$2.00 a year.

A MAN WITHOUT A CONSCIENCE ... A CITY WITHOUT A SOUL!



There was no law but the gun in your hand in Cheyenne!

DENNIS MORGAN-WYMAN

CHEYENNE

PAIGE BENNETT

HALE KENNEDY

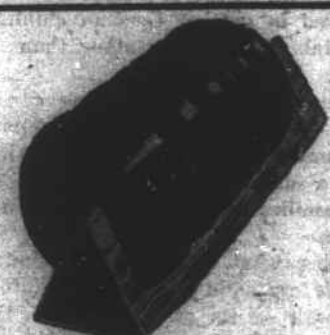
ADDED ... LATEST NEWS

PARAMOUNT THEATRE

FARMVILLE, N. C.

• SUNDAY and MONDAY •

Latest in Records and Albums



Decca Records and Albums

| | |
|------------------------------------|--|
| Seems Like Old Times | My Hero |
| Give Me The Moon Over Brooklyn | Kiss Me Again |
| Guy Lombardo | Deanna Durbin and Victor Young Orchestra |
| Price | Price |
| 82c | 82c |
| Don't Let The Sun Catch You Crying | When You Were Sweet Sixteen |
| Beware | Way Down Home |
| Louis Jordan | Mills Brothers |
| Price | Price |
| 82c | 82c |

WALTZES played by **GUY LOMBARDO**

The Sweetheart of Sigma Chi
Carolina Moon
Merry Widow Waltz
Charmaine

When I Grow Too Old to Dream
Russian Lullaby
Shadow Waltz
Beautiful Love

Price

COWBOY SONGS sung by **BING CROSBY**

Home On The Range
When The Bloom is on the Sage
Mexicali Rose
There's a Gold Mine in the Sky

Take Me Back to My Boots and Saddle
I'm An Old Cowhand
Silver On The Sage
My Little Buckaroo

Price

COLE PORTER Songs played by **FRED WARING**

Night and Day
You'd Be So Nice To Come Home To
A Little Kumba Numba
Everything I Love

I've Got You Under My Skin
I Love You
Everytime We Say Goodbye
What Is This Thing Called Love?

Price

FRANKIE CARLE playing

COLE PORTER Selections from "ROSALIE"
RODGERS and HART Selections from "IT RATHER BE RIGHT"
GEORGE GERSHWIN Selections from "DAMEL IN DISTRESS"

Price

COME IN AND LISTEN TO YOUR FAVORITES!
WE HAVE ALL TYPE NEEDLES, RECORD BACKS, CASERS, and PLAYERS.

ROBERT'S JEWELERS

MRS. J. M. HARRAWAY, Manager

Phone 479-7 — North Main St. — Farmville, N. C.