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In the New Store In the New Store

Trade Days

Beginning Saturday, January 24th, and continuing through the Spring Season, farmers and livestock owners are invited to meet at Vass for the purpose of buying, selling or more evenly matching their teams.

Trade Days last year were very beneficial to many farmers in more evenly matching their teams. Bring your livestock and meet with us.

You will find a complete stock of fertilizers at our stores for the plant bed.

LITTLE RIVER STORE COMPANY

Vass, N. C.

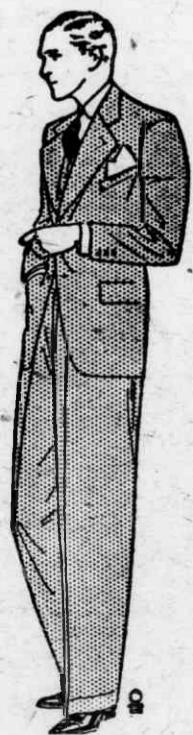
ANNOUNCEMENT

Mr. Clyde Collier, representing Schloss Brothers & Company, will hold a tailoring opening with us January 26th and 27th (Monday and Tuesday).

Now is the time to pick out that new spring suit.

O. B. FLINCHUM & SONS

Aberdeen



Tobacco Co-operative Association Fast Rounding Into Shape

Aims and Policy of New Movement Are Set Forth by Editor Butler

By Bion H. Butler

The appointment of J. R. Page to head the new cooperative tobacco movement in the state awakened the confidence of the farmers right generally, for Mr. Page is a business man, and with his business experience, and the experience which the old cooperative association afforded the tobacco grower, it is the opinion now that the new association has a decided chance to be of great use to agriculture generally. Not only the tobacco grower, but the grower of everything else will see a road to better conditions if the new tobacco organization can improve tobacco conditions.

Here are some of the things the organization hopes to do:

Insure Better Handling. The cooperative system of handling provides for careful and quick handling of tobacco from the farmer to the factory or re-drying plant, without damage due to being walked on or "hashed out" on warehouse floors—often the case under the present auction system.

Insure Fair Grading. Tobacco will be bought and sold strictly on basis of quality. Each grower will get the same price for the same grade of tobacco. Impartial, certified Federal graders will carefully inspect and grade each pile of tobacco under uniform light and conditions, according to the standard system of grades set up by the Federal Government and adopted by the association.

Fit Production to Consumption. The associations can through their connection with the Federal Farm Board and other agricultural agencies procure information as to world's supply and needs, and can then advise the membership to increase or decrease acreage in order to fit production to consumption.

Secure Collective Bargaining Power. The associations will be able to sell tobacco to a better advantage than the individual, due to control of large volume of tobacco, a knowledge of grade values in keeping with world needs and concentrated management and sale. This principle holds good in any business enterprise.

Make Law of Supply and Demand Work. Mr. Jas. C. Stone, of the Federal Farm Board, says that "the most important thing in marketing farm products is to regulate the time, manner and place of feeding the supply to the demand so that the producer will get a fair price under existing conditions. This co-operative marketing can do."

Will Stabilize Seasonal Prices. The associations will equalize prices on all grades of tobacco over the entire marketing period. This will enable the farmers to do outdoor fall work while the weather is open, instead of rushing tobacco to market before a drop in price. Tobacco can be prepared and sold in winter months at a big saving of time. It will help, too, to remedy the glut or block sale problem.

Reduce Cost of Selling. By doing a big volume business and by the elimination of buyers and others who are unnecessary in handling tobacco cooperatively, overhead expenses can be cut and the membership will benefit by such savings.

Minimize Speculation. Speculators, or those who buy tobacco only for resale, performing no marketing service, would be eliminated by the association's method of handling tobacco, since most tobacco would be sold direct to the companies. The profit that now goes to these men would then go to the grower under the co-operative marketing system.

Provide Production Credit. The associations may set up subsidiary credit organizations through which credit for production purposes can be extended to responsible members of the marketing organization. This type of credit would mean much to the farmers of North Carolina on account of its low interest rate.

Some things that must not be expected of the organizations are:

The membership must not expect the associations to sell tobacco at arbitrary prices out of keeping with supply and demand.

The associations can not sell to best advantage when there is over-production. Members must cooperate with the associations in fitting supply to demand.

The associations cannot guarantee to all growers cost of production plus a profit. There are always some inefficient producers who cannot expect to make profits.

The associations can not sell poor quality tobacco at high prices. It cannot be done.

Much more leniency of membership in the new association than in

the old one is a plan that will probably appeal to farmers, for the teeth in the old contract are pretty nearly drawn in the new one. The things required of him are not so many, and easy to comply with. New ideas of procedure are the result of the experiences of the old association.

Broad Partnership

In talking of his new job Mr. Page says it is a big one, and that to make it successful he must have the help of everybody. He does not look on it as a declaration of war against the tobacco manufacturers, but a move that shall take them into a broad partnership eventually, for they must be in the final move the selling agents of the tobacco growers, and he is of the notion that the sooner the growers and the manufacturers get together, and the manufacturers deliver a set of specifications as to what tobacco they want, how much, and with all the detail as to what they can use and what they can't use under any circumstances, the sooner the grower can intelligently undertake to produce that kind of tobacco, in the amount that can be used, and of the quality, and get a good price for it.

"When we were cutting lumber," said Mr. Page, "we tried to find out what our customers wanted, and we endeavored to make that kind of lumber, and the quantity they wanted, and they bought it and paid for it, and we had no great quarrel over prices. But if we had sent them a little of everything we had in the yard and twice as many cars as they had ordered, and in that overshipment practically but little of what they wanted, we would have received mighty small checks in return." And he thinks that one of the things his association will do is to make a dicker with the manufacturers as to how much tobacco they can use, and when that is decided the next thing will be to make the crop to fit. Then the quality of the crop will have to be harmonized with the price to be paid, and it is likely that a small crop, carefully made and graded and held up to good quality, will bring more money than a big crop of miscellaneous junk.

Another thing that Mr. Page suggests is that everybody in the state is financially interested in the tobacco crop for it is the source of a big part of the state income. The merchant, the banker, the town folks, all depend more or less on the prosperity of the farmer. Much difference of opinion has existed concerning the co-operative method of selling tobacco, but if it is a good method, if it brings more prosperity to the farmer, it certainly will bring more prosperity to those the farmer deals with. And Mr. Page figures that unless something brings a bigger share of prosperity to the farmer a lot of other folks are going to feel the pinch of adversity along with the farmer in another year or two.

An Appeal To All

In places where he has been presenting the case of the new organization Mr. Page has been going to the leading business men of the town and offering his proposition to them, and insisting that it is their affair even more directly than the affair of the individual farmer, for every business in nearly every town in the state is more or less dependent for its life on the ability of the farm to carry on.

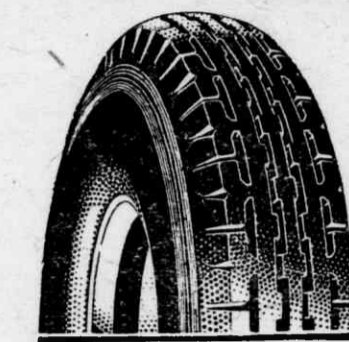
One thing he impresses on everybody is that the co-operative movement is not antagonistic to anybody or any institution. It will not try to drive the farmer into its ranks, nor to interfere with the auction sales warehouses or to set up any rivalries in any direction, for its aim is to help instead of to hinder. Mr. Page has been pushing out along the lines of action. He has been before the farm board in Washington, in conference with some of the big bankers and big farmers who work many tenants, the big time merchants, and with leading men in many callings, and when he presents his case he meets with their friendly cordiality, for big men are as much interested in getting the farmer out of his plight as the smaller men are. Moore county farmers can learn more of the organization by calling on Mr. Page at Aberdeen, or on almost any tobacco farmer or Mr. Garrison at Carthage, or on many of the business men at any place in the county, for this movement is gaining ground and has missionaries in every direction.

CARD OF THANKS

We want to express our thanks and gratitude to the firemen of Aberdeen and Southern Pines, also to the citizens of Aberdeen and the Ladies Missionary Society of Bethesda Church, for their kindness to use in our loss by fire on January 1st, 1931.
MR. and MRS. D. D. CAMERON.

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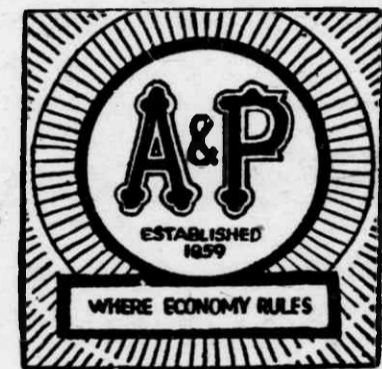
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