

Prosperity Lies In Smaller Production With Better Quality

With some sections of the Cotton Belt increasing their tobacco acreage, and with prospects for another large crop in the regular tobacco belt of Georgia, South Carolina, and North Carolina, it looks as if the tobacco acreage will be about the same as last year if not increased. With these conditions confronting us, every indication points to lower prices for tobacco this year. A large tobacco crop means nothing more than bankruptcy for hundreds of farmers. The facts and figures on this page should be studied by every farmer—every business man, banker, and individual. A reduction in the tobacco acreage should be given careful consideration now—not next fall. A half crop will bring more money than a full crop. This has been proven.

COLUMBIAN PEANUT COMPANY

WILLIAMSTON, N. C.

FOUNTAIN SERVICE
Ice Cream - Candies - Cigars
And Cigarettes

OPEN EVERY SUNDAY

J. C. LEGGETT
Washington Street

REMEMBER!

It's wise to limit tobacco acreage this year—and it's even wiser to trade at our store for all of your farm needs and supplies.

FARMERS SUPPLY COMPANY

Plant **LESS TOBACCO**

and spend your extra time at

MARGOLIS BROS.

The Shopping Place After All

GOLD STAR STORE
Washington Street

We Take Orders and Deliver
Fancy and Staple Groceries

Our prices are as low as the lowest, and our service is better than the average.

Fountain service, prescriptions, and everything else that may be secured at a real drug store may be found at

CLARK'S DRUG STORE

WE BUY FOR LESS

Naturally, We Sell for Less
TRY US

NORFOLK UNDERSELLERS

Quality, style, and service, in addition to the most economical prices are to be found at

YOUNG'S STORE

MARTIN COUNTY FARMERS

Disaster Threatens

There Is A Tremendous Surplus Of Tobacco Now On Hand

TOBACCO ACREAGE MUST BE REDUCED!

The Following Figures Tell the Whole Story

BRIGHT LEAF TOBACCO

Year	Production	Average
1922	408 Million Pounds	\$28.95
1923	592 Million Pounds	\$22.25
1927	715 Million Pounds	\$21.30
1929	750 Million Pounds	\$17.82
1930	858 Million Pounds	\$11.86

General Market Average for the Closing Month of February, 1931

In Virginia	\$5.17 Per 100 Pounds
In North Carolina	\$6.62 Per 100 Pounds

Compare These Figures --- ACT WISELY

THE 1922 CROP—408 MILLION POUNDS—SOLD FOR \$118,338,000.00

THE 1930 CROP—858 MILLION POUNDS—SOLD FOR \$101,758,800.00

IN 1922 LESS THAN HALF AS MUCH TOBACCO SOLD FOR \$16,000,000.00 MORE MONEY

Material reduction in acreage planted this year is absolutely necessary, otherwise lower prices are inevitable and financial disaster will be the result next fall. A reduction of from 25 to 35 per cent in all the bright tobacco growing sections is practically imperative to secure even a living price.

Official Government forecasts predict an average price below 10 cents unless a very great reduction is made. Take these facts into consideration in planning your crop this year—and do the common-sense thing.

Reduce Your Acreage

Our business has been built upon the idea of giving every customer every consideration as to price, quality, and personal service. May we serve you?

C. O. MOORE & CO.

SPRING MERCHANDISE ARRIVING EVERY WEEK

If you are interested in saving money on your spring outfit, whether it be for the man or woman, it will be to your advantage to see our line.

B. F. PERRY

Undertakers and Embalmers
Day Or Night Service

AMBULANCE SERVICE

We Are Always Ready and Prepared to Serve You

S. R. BIGGS DRUG CO.

NEW DRESSES ARRIVING DAILY

You Can't Buy Them Cheaper Than the Price We Are Offering Them At

HARRISON BROS.

HARDWARE IS OUR BUSINESS

If we haven't got it, we can get it for you

CULPEPPER HARDWARE COMPANY

It will soon be fly time, and that means a bad time unless your place of business and home is protected with screens. Place your order now.

WILLIAMSTON SUPPLY COMPANY

WE MUST CUT OUR TOBACCO ACREAGE

INSURANCE

No policy too large or too small for our consideration.

J. E. POPE

SERVICE

IS NOT OUR MOTTO

IT IS OUR BUSINESS

BAILEY DRUG CO.

Phone 127

Next to Post Office Williamston, N. C.

A TREMENDOUS TOBACCO CROP MEANS TREMENDOUSLY HARD TIMES

EVERYTHING FOR EVERYBODY

From Sewing Thread to Fertilizer

O. S. ANDERSON & CO.

Our Advice to the Tobacco Farmer

CUT YOUR ACREAGE

GROCERIES? Yes.
DELIVERED? Yes.
PRICES REASONABLE? Yes.

These questions can be answered like the above at

JOHN A. MANNING GROCERY STORE

FARM TO MAKE A LIVING CUT TOBACCO ACREAGE BUY AT HOME

Some sections of cotton belt are increasing tobacco acreage. That means bankruptcy for the farmer, the merchant, and the individual. A reduction in acreage should be given your consideration.

LINDSLEY ICE CO.