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FRIDAY, JULY 11, 1924.

DO YOU GET IT?

The other day I wanted to purchase a ticket to Alaska and return. Since I was making the round trip, I naturally expected some discount. When I counted the change the agent handed me, my hopes proved to be false. "Say boy, don't I get a rate on this?" His only reply was to point to a sign behind him. I turned and looked. These were the words:
DON'T EXPECTORATE.

Kissing has been once more pronounced dangerous—but who wants to be called a coward?

Investigators have at least demonstrated that birth control should have been practiced fifty years ago.

JUNIOR CIRCLE.

Miss Seba Flanagan was hostess to the Junior Circle on Monday evening. This was the first meeting of this group since being promoted from the Triangle a month previous.

The "Pollyanna" spirit was in great evidence at this meeting for in spite of the heavy rainfall of the last two weeks and even on this evening fifteen members were present and songs selected and sung by them were bright and cheery, such as "Sunshine and Rain" and "Sunshine In The Soul."

After reading of the Bible lesson by Miss Bonnie Belle Windham and a short prayer service led by Mrs. Fred Smith, the literary program for the evening was begun. A story, "The Student of Two Books," was told by Miss Mary Louise Hinson, the Map and Poster study given by Mr. Arthur Jones and a World Call story, "Nobody Knows What Trouble I've Seen" told by Miss Lena Eason. After the singing of another "Sunshine" song the meeting adjourned.

During a delightful social hour the guests were invited into the dining room where large bowls of delicious peaches and hand-cut fruit knives made of the table a tempting scene. Quantities of gay garden flowers were used in the rooms as decorations.

Miss Rosa Lee Lang and Melvin Rollins were given a cordial welcome at this time and their names placed on the roll.

EMMANUEL EPISCOPAL CHURCH
Minister, Rev. J. W. Hayes.

Fourth Sunday after Trinity
11 a. m.—Morning prayer and sermon. Subject: "The Discouragements of Moses. Church school at 9:45. J. L. Shackelford, Supt.

Ballards Sunday school at 3 p. m. Leader, Mr. Twiford. At 4 p. m. Mr. Hayes will preach.

Young People's Service League on Monday at 8 p. m.

Owing to the Community Vesper services on the school grounds at 6 o'clock, there will be no evening prayer at the church.

NOTICE

Having qualified as administrator with will annexed of the estate of Jennie B. Harris, deceased, late of Pitt County, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Kinston, N. C., on or before the first day of July, 1925, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.
This the 24 day of June, 1924.

ELMER G. BARRETT,
Administrator with Will Annexed.
F. E. Wallace, Attorney, Kinston, N. C.

Save Pennies—
Waste Dollars

Some users of printing save pennies by getting inferior work and lose dollars through lack of advertising value in the work they get. Printers' rule charge very reasonable prices, for none of them get rich although nearly all of them work hard.

Says Co-operation Takes
Gambling Out of Farming

Former Governor of Illinois
States Advantages of New
Method of Marketing.

BRINGS RESULTS WHEN
RATIONALLY DIRECTED.

No One Believes that the Farmer Has As a Rule Received Cost of Production; Nothing Can Stop the Movement If the Farmers Will Do Their Part.

BY FRANK O. LOWDEN
Former Governor of Illinois.

In no other real except agriculture does the price of the exportable surplus fix the price of the great bulk of the particular product of the home market.

Take wheat as an example. Under existing conditions the price at Liverpool not only determines the price we receive for our export wheat, but also fixes the price of that very much larger portion which we consume at home.

Shall we simply conclude that this condition is inevitable and must remain so?

The markets of Europe are demoralized, their exchange in a chaotic condition, and Europeans are buying only piecemeal, by the hand-to-mouth policy.

How long the world's markets will remain in this sad state no living man can say.

Now in every field of production except farming we have declared our independence of the European market. The manufacturer, like the farmer, may at times produce too much of his goods for the domestic market. If so, he sells his surplus abroad in competition with the rest of the world for less than cost.

But he does not allow this to control the price of the products he sells at home.

Import duties afford him protection.

And he justifies the price discrimination with the argument that greater production at more uniform rate enables him to make the price of his product to the domestic consumer less than it would have been in a long series of years without this foreign outlet.

The Tail Wags The Dog.

Thus all other producers except the farmer sell their surplus abroad and in this way are able to maintain steady prices upon domestic sales.

The farmer alone has heretofore sold his whole crop at home, and received for it all, the price dictated by foreign conditions.

Thus the price which Europe is able or willing to give for small exportable surplus of pork products, wheat and other farm commodities, controls the price which the great body of these commodities shall bring.

Just because 10 per cent or more of our pork products must be exported the other 90 per cent has to be priced accordingly.

Literally the tail wags the dog. So far as I can see, there is but one way out of this bad situation for the farmer.

Co-operation offers the only hope.

It is unquestionably the most helpful and courage-inspiring development on the agricultural horizon.

To the farmer co-operation offers the only efficient means of self-help in his marketing troubles.

No one has to search far or long to find plain evidence of the strength and economic betterment which co-operation brings.

Co-operation has transformed the great tobacco belt of Kentucky from a discouraged countryside to a prosperous and self-reliant community. From personal experience I know of its beneficial action in the satisfactory marketing of cotton.

And co-operation is applicable to all farm commodities.

Nothing to Worry Consumers.

It has already spelled success, or helped mightily on the road in that direction, in the case of citrus fruit, apples, raisins, walnuts, prunes, potatoes, truck crops, hay, poultry, eggs, livestock and other farm products.

As with all new movements, agricultural co-operation had to run the gamut of criticism, suspicion, indifference and various kinds of obstruction.

There were not lacking those who said the farmer couldn't give up his individualism long enough to co-operate with his neighbor in a marketing scheme. Others argued farmers were too widely scattered to permit the cooperative assembling of significant quantities of any one product at a shipping point.

But it takes only one positive fact to knock over a thousand them. Cooperative status brings

suits when rationally directed. We need waste no time in citing any of the well-known instances in point.

In fact, here and there the fear is expressed that co-operation may work too well, by restricting and raising prices. Scaring the consumer with the bogey of prospective increase of cost of living is a favorite indoor sport.

In what way can the suspicion of unfair price fixing attach to agricultural co-operation.

No business can be a permanent success that does not market the major part of its product at a price above the cost of production.

Last year wheat and pork were produced at a loss, and the same was true of many other farm products.

No one familiar with farm conditions since the war believes that the farmer has received the cost of production for the larger part of his crops.

We are therefore confronted with the dilemma of either finding a better marketing system for farm products or idly watching agriculture decline.

But let us pursue this matter of prices a little further.

I am reliably informed that bread prices are now on the basis of \$1.50 wheat. In all fairness the farmer might receive more for his wheat without affecting bread prices.

Indeed, since the Congressional Joint Commission of Agriculture Inquiry found that the farmer gets only thirty-seven cents of the consumer's bread dollar, it would seem possible for the farmer to receive a dividend from the other sixty-three cents without worrying the consumer.

The spread between farm prices and retail prices is so great that retail prices need not be affected by even substantial increases in farm prices.

Factory Owners Show The Way. Positively there can be no question of the logical basis, the economic soundness, the ethical rightness and the essential justice, as well as the remedial efficacy, of agricultural co-operation.

The products of the farm are fundamental necessities of life and civilization. The consumer is willing to pay fair prices for these products. Many consumers take it for granted that the farmer is getting his just share of the final retail price, in the same manner as do the manufacturers of shoes, shirts and sealing wax.

But beyond question the farmer does not get an equitable part of the consumer's dollar.

And the only reason I can discover why the farmer suffers this disadvantage as compared with the manufacturer, is that manufacturing is highly organized, whereas agriculture is not.

The manufacturer tries to adjust his output to prospective consumption. The farmer has not done so.

The manufacturer, if he finds that despite his careful calculations he has produced a surplus, sells it abroad and prevents it from ruining his business by glutting the home market.

The unorganized farmer has simply let the tail go with the hide, by selling his whole output on the home market regardless of consequences.

The American manufacturer has found the only practical way of handling the problem of a surplus.

The farmer must do likewise. Many cooperative associations for the sale of farm products are being organized. There are now about 9,000 of them in the United States, in greatest numbers in the corn and wheat belts, but some in every state. More than 5500 deal with grain, dairy products and livestock, but a great variety of commodities are on the list.

Last year these co-operatives handled more than \$2,000,000,000 worth of products. That's (continued on page four)



Special Delivery Service.
A casual call on your downtown trips or a phone call to **45** will bring our delivery car with your orders, conveniently promptly and no extra charge to you.
Joyner Market & Grocery
Main Street Farmville, N. C.

TO THE PUBLIC
I am taking this method of informing the Public that I have opened up an up-to-date **General Repair Shop** and am in position to do any kind of repair work, both Wood and Iron. Also make door and window frames. Will appreciate your patronage.
J. O.
Wilson Street Farmville, N. C.

Conserve
Your Energy
in Summer

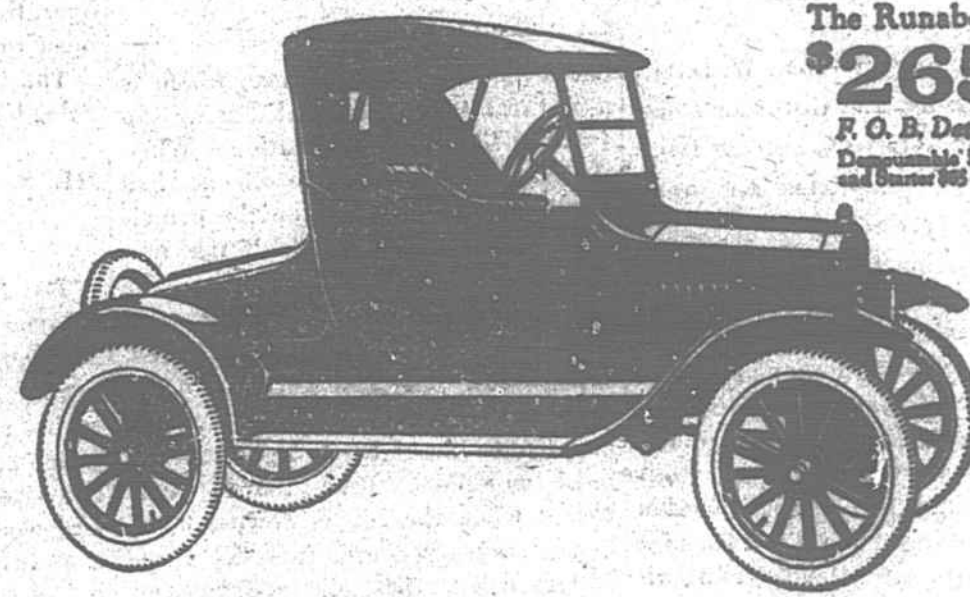
You can, literally, get "recreation"—be "made over" again, when your physical self is rested, your energy and your strength conserved by the use of this Ford Runabout.

Simplicity and good taste are embodied in the lines and appointments of this popular car. Uninterrupted use is insured by nation-wide, "around-the-corner" Ford service. Better get your order in now!

Ford Motor Company
Detroit, Michigan

Touring Car \$295 Coupe \$525 Tudor Sedan \$590 Fordor Sedan \$688
All prices f. o. b. Detroit

See The Nearest Authorized Ford Dealer.



The Runabout
\$265
F. O. B. Detroit
Dependable Runs
and Burns 90 miles

Ford
THE UNIVERSAL CAR

You can buy any model by making a small down-payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Purchase Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.

FOR OVER
200 YEARS

haarlem oil has been a world-wide remedy for kidney, liver and bladder disorders, rheumatism, lumbago and uric acid conditions.



correct internal troubles, stimulate vital organs. Three sizes. All druggists. Insist on the original genuine GOLD MEDAL.

Some Time JOT IT DOWN

You will be in need of printing of some kind. Whether it be letter-heads, statements wedding invitations or public sale bills, remember we can turn out the work at the lowest cost consistent with good work.

"The Rouse Way The Right Way"
FOR BETTER PRINTING
The Rouse Printery, Farmville, N. C.

That we do the very best line of Commercial Printing and at reasonable prices. Give us your next order and let us prove our assertion.

Bear in mind, we want your business, and we propose making ourselves deserving. Are you with us?

THANK YOU



—But Into a Home of Your Own!

Why continue as a renter? At the end of eight years you will have about one hundred rent receipts—and that's all.

At the end of six and one half years in the Farmville Building & Loan Association the home will be yours—all yours—and no claim against it.

Build a home of your own. In a very short while it will be yours—all yours.

Begin your plans now for that new home. Maybe you have a home and plan now for a new room, sun porch or sleeping porch? Maybe needed repairs and alterations around the house or outer buildings? The sooner you start the sooner you will enjoy the pride of ownership. You will be repaid many times over in comfort and convenience.

Farmville Building and Loan Association
G. A. ROUSE, Secretary