

North Carolina Is Leader of Tob. Industry

New York Publication Says North Carolina Is "King" Because Of Use Of Ink.

Declaring that North Carolina is king of the tobacco industry and that PUBLICITY has been one of the important and necessary factors in the state attaining this goal and that the same will be found true in the success of any legitimate enterprise regardless of its size or its product, Tobacco, a trade journal published in New York, says:

"Each one of the forty-eight States of this Nation is supreme in possibly one or more industries. At least, each one is a leader in either a particular business or a certain product of agriculture.

"But when one State is also supreme in the growing and fabrication of a product, it is indeed entitled to be crowned king of its class. And such is the position of North Carolina.

"It grows and sells more bright leaf tobacco than any other State. It manufactures more tobacco and cigarettes than any other State. It pays more Internal Revenue taxes than any other State.

"North Carolina continued to lead in payment of the Federal tobacco taxes, contributing \$197,107,302.94 in tobacco taxes in 1927, or more than half the entire total for the Union, compared with \$180,069,360.22 in 1926, which was slightly under half the total paid by all the States in 1926.

"On cigarettes alone North Carolina in 1927 paid \$174,382,268.40, or more than all the rest of the States combined. Virginia was her nearest competitor, paying a cigarette tax of \$67,537,008.54. New York paid tobacco taxes of \$30,778,647.96 in 1927, compared with \$27,362,088.47 in 1926.

"North Carolina, indeed, is the pulse of the cigarette and smoking tobacco industry. Other States compete, but they are hardly in the running. Being the home of the product it produces, it is the natural thing for North Carolina to lead.

"It must not be overlooked, however, that there is one vital element which renders North Carolina supreme in its tobacco business. And that one thing is publicity. Mincis publicity North Carolina would not be the crowned king of a vast industry. Mincis publicity no other State, either, could be a competitor.

"After all, it is simply advertising which makes the huge totals representing a mighty business. Stop the advertising, and see whether this is right or wrong. But what real business man would cease the work which is the life blood of his industry? Where is there a modern manufacturer who does not realize the power of the press, the power of the printed word?

"Business of every sort today is built upon publicity. Unless there is the pressure the perpetual repetition of a publicity, what is demand for the product? Brands are merely the trade names for established reputation. They are merely the expression in the product of what is behind the label.

"And North Carolina manufacturers know full well that their State would be dethroned as king of tobacco if they decided they could not afford to advertise.

"Yet such is the often repeated phrase of many men in the trade. They say the words, knowing well that they are refusing markets which they need, and which they may only obtain by advertising, plus good good business management.

"In North Carolina, though, those in the tobacco business who cannot afford to advertise are not represented in the glorious tobacco total for that State!"—Greenville Reflector.

Benefactor



Amadeo P. Giannini, son of an Italian vegetable grower and founder of the Bank of Italy and its associate corporations, who never did have ambitions to be a millionaire, will give away his personal fortune to aid farmers, dairy, and livestock men.

Loser Asks for Cooper Parole

Letter Given Out By Governor Is Taken To Indicate That Freedom Is Near

Raleigh, Feb. 9.—Pressing early action on clemency for Thomas H. Cooper, former Wilmington banker, now serving sentence aggregating 8 years on New Hanover County roads, Governor McLean early this week made public a letter he has received from an Eastern North Carolina banker, characterized as a heavy loser in the crash of the Cooper banks at Wilmington, asking that Cooper be paroled. The name of the banker was withheld.

It has been widely talked around the Capitol that Cooper was slated for a parole in March when he has completed one year of his sentence. Release of the letter yesterday was construed as indication that Cooper's day of freedom is near.

Before beginning sentence on the New Hanover roads Cooper served a sentence at Atlanta Prison for violation of Federal banking laws. Soon after beginning his sentence in North Carolina a clemency hearing for him was held before Governor McLean, but the Governor declined to act. Hundreds of letters and telegrams have been received in Cooper's behalf and numerous prominent citizens have come here to plead for him in person.

If Cooper is paroled he will be the first banker given his freedom by Governor McLean, although he has cut one bank law violator's sentence by a commutation.

The letter to the Governor follows: "As one of the chief sufferers... I would like to have you place my name along with the many notable gentlemen of this and other States who have asked executive clemency for Tom Cooper. Tom Cooper is not a bad man at all. Someone had to be the 'goat,' and it is my humble opinion that of Tom's kind 'goat' has been made. We lost between \$30,000 and \$35,000 in the 'low up' of the Coopers. This entailed many sacrifices for the writer, such as selling his home, mortgaging his household effects and moving in and living with his mother-in-law. The last is not as bad as might appear. I say fervently: Thank God I had a mother-in-law who would take me in at such a time.

"We know you will do exactly what you think best, and we want this done. Any way, we want to take our humble place along with the prominent people who have importuned you to release Tom Cooper."

BOY SCOUT WEEK

This week is at hand as Boy Scout Week in celebration of the founding of the movement. The Boy Scout movement is one that has meant much to the nation and should have the hearty support of every citizen.

From the Boy Scout's oath we read: "On my honor I will do my best to do my duty to God and my country. To keep myself physically strong, mentally awake and morally straight. Such are the principles upon which the scout organization is founded and observing such teachings during his growing years, a boy cannot help being the right kind of citizen when he reaches the age of maturity.

We say again, the Boy Scout movement has meant and will continue to mean much to our nation and the world, and should have all the support possible. —Greenville Reflector.

Edgecombe Man Killed by Negro

Warren, Feb. 7.—Sunday morning at two o'clock, Sandy Battle, Negro, shot and killed Joe Hyman, between Speed and Coakley. Mr. Hyman was in an automobile with Battle and a wheel of the car broke. Battle went to a house nearby and procured a wheel and requested Mr. Hyman to aid him in putting it on the car. Without any provocation, it was stated, the negro began cursing Mr. Hyman, finally becoming so enraged that he drew a pistol and fired point-blank at Mr. Hyman. The ball struck him in the center of his stomach. Mr. Hyman was taken to the Edgecombe General Hospital for treatment, but he died there at two o'clock.

Investigation said that the shooting was done without any provocation on the part of Mr. Hyman and that he told Battle to get on with it. The shooting was done without any provocation on the part of Mr. Hyman and that he told Battle to get on with it. The shooting was done without any provocation on the part of Mr. Hyman and that he told Battle to get on with it.

Slippery Roads Claim 2 Victims

Car Skids And Overturns Near Nashville, Crushing Driver And His Wife

Rocky Mount, Feb. 8.—Two persons were fatally injured and a third received injuries which may prove fatal in automobile accidents which occurred near Rocky Mount the week-end. D. E. O'Neill, of Burlington, died while being brought to a local hospital late yesterday and his wife received serious internal injuries, when the car in which they were riding skidded on the wet highway between Nashville and Spring Hope, turned over and was completely wrecked.

Mr. O'Neill suffered fractured skull and other injuries, died in an ambulance which was rushing him to a local hospital. At the hospital today it was stated that Mrs. O'Neill was suffering from severe shock and serious internal injuries. Her condition was regarded as extremely critical.

Mr. O'Neill, according to information obtained by the local undertaking firm to which the body was turned over, lived at Burlington but was a native of Pitt county, his father being Frank O'Neill. The remains were taken to Greenville for entombment.

His age was given as 36 years. The other week-end accident victim was Charlie Walsion, 61-year-old negro who suffered a broken neck when struck by a car while walking on the highway near Rich Square. He was rushed to a local hospital Saturday night and succumbed to his injuries Sunday afternoon. Details of the accident in which the negro was fatally injured were lacking here today.

William E. Nash Dies In Raleigh

Secretary Of State Had Been In Failing Health For Past Three Years

Raleigh, Feb. 8.—Secretary of State William Nash Everett, 68, died of heart disease in the Sir Walter Hotel at about 9:30 o'clock last night. His death following a severe illness of over two weeks.

Mr. Everett lay in a coma much of yesterday, but was fully conscious at the end of the illness.

Suffering heart attacks which came with increasing frequency, Secretary Everett was in failing health during the last three years of his life. The last attack was the second he suffered since Christmas. However, last month he was in his office for about a week, tending to such duties as his strength permitted.

Mr. Everett's body will lie in state in the Capitol from 10 o'clock this morning until 1 o'clock this afternoon. The Capitol will be draped in mourning and the flag flown at half mast for a period of 30 days. All state officers will close between 10 and 1 o'clock today while the offices in the Capitol will be closed, except for necessary business today and until after the funeral Thursday afternoon.

The funeral will be in the Methodist church at Rockingham at 2 o'clock Thursday afternoon, Rev. C. M. Hawkins, Mr. Everett's pastor, will conduct the services, assisted by Rev. H. G. Hartsell. Interment will be in the Everett family grave-yard.

Governor McLean and other State officials will act as honorary pallbearers at the funeral.

Kerr Thinks Smith the Most Favored Man

Successor Of Claud Kitchin Says New York Governor Is Best Democrat Available

Washington, Feb. 9.—Al Smith is the most available man for the Democratic Presidential nomination, according to Congressman John H. Kerr, successor of Claud Kitchin as Representative in Congress from the Second North Carolina District.

Availability from the standpoint of political achievement by being elected four times as Governor of New York and from the standpoint of efficient administration is emphasized by Kerr.

Emphasis of Smith's availability is a direct challenge to the position of Senator Simmons, who has emphasized the unavailability of the New Yorker on the ground that his nomination would bring into the campaign the wet and dry issue and also the religious issue. Prominent Baptist layman and a strict prohibitionist, Congressman Kerr believes Smith's record is a sufficient answer to the charge that he would not enforce the law or that his Catholicism would handicap him.

Senator Simmons has contended that the bitter enemies would be aroused by both these questions and that his would be most regrettable.

Congressman Kerr has been the only North Carolina member of Congress to be credited with Smith sympathies. He has not been advocating Smith's nomination except on the ground that he put it today. He considers that Smith has had as much experience with national questions as Grover Cleveland had when he became President the first time and that Smith's record, both political and administrative, entitles him to the nomination.

Big Banker Gives Aid To Farmers

Giant Financial Institution Is Outgrowth Of Country Boy's Early Transactions

San Francisco, Feb. 9.—It's a long trail from handling fruits and vegetables to handling millions, but that was the path of A. P. Giannini, who has just decided to give away his personal fortune in the interest of human welfare—and significantly enough, remains true to his boyhood love by devoting his wealth for the benefit of agriculture.

Giannini never did have ambitions to be a millionaire. The son of an Italian vegetable grower, and founder of the Bank of Italy and its associate corporations, he is giving a huge fortune to the agriculture of the state in which he built a banking organization which has been called the greatest financial asset of the state and a "banking octopus."

In 1928 alone the enormous sum will amount to \$1,600,000, representing Giannini's 5% of the earnings of the Bancitalia Corporation, which he has refused to accept.

James A. Bacigalupi, on behalf of the directors of the Bancitalia Corporation, made the announcement that this money will be given to the people of California through a foundation to foster and develop the State's agricultural interests.

One million dollars will go toward the establishment of the Giannini Foundation of Agricultural Economics at the University of California, and five hundred thousand dollars for the erection of a building on the campus, dedicated to ways and means of improving the economic condition of Farmers, Dairy and Livestock men.

A little more than thirty years ago Giannini, a young Italian fruit and vegetable buyer, began lending money to other farmers who had established themselves in the fertile valleys of California.

Today the Bank of Italy reaches every hamlet in California, and the Bank of Italy and its subsidiary corporations are said to form the second largest bank in the country, the National City Bank of New York being the only one to surpass it.

This giant institution began when Giannini started lending money as an aid to farmers and those with whom he did business. Mighty oaks from little acorns grow!

C. M. T. C. TRAINING BRINGS HIGH SCHOOL CREDITS

Recognizing the educational and physical development value of the Citizens Military Training Camps many states in the country today give high school credits for attendance at these camps.

E. A. Pound and J. McT. Daniel, State High School supervisors of Georgia and South Carolina endorse this procedure, as do also A. T. Allen, State Superintendent of Public Instruction and G. Henry Highsmith, Director Divisional School Inspection, both of North Carolina.

Thus in the Southeast, three states, Georgia and the Carolinas already authorize these credits while two others, Mississippi and Florida show encouraging indications of doing likewise. The latest word from Mississippi quotes Mr. V. C. Jenkins, State High School Supervisor as saying, "It is my belief that the State Accrediting Commission would agree to the proposition of allowing a quarter of a unit for high school credit for thirty days attendance in one of the Citizens Military Training Camps, and it remains only for this commission to permanently authorize this procedure."

Usually one fourth credit is authorized for each month of attendance and under the subject of physical training.

In some places over the United States colleges and Universities are also beginning to give credit toward graduation from their courses, for this valuable C. M. T. C. training.

The average politician thinks there is a lot of "paw" in newspapers.

Farmville High School Notes

F. H. S. Defeats Greenville

The result of the Greenville-Farmville game was great. Greenville scored 12, while the local High School made 14. Who said that old Farmville High isn't going right the last half of this Conference.

The game started fast and ended faster, if it was possible to do so; for neither side slowed up during the entire contest.

Farmville started the scoring by dropping in one from fowl line and Greenville tied the score in like manner. From the non the ball was fumbled, recovered and shot in a reckless manner until Farmville laid gave Greenville an exhibition of passing during the last two and one half minutes of play.

The score alternated no less than six times during the struggle. With the score 7-6 at half time the Lions went back to work in second half and held Greenville to 2 points while scoring none.

It was just a question of too much Farmville. The boys passed hard and fast and guarded even faster. Every Farmville lad contributed to team work and the score—everyone guarding, everyone scoring.

Bostic and Hearne, the visitors' forward and center, were the brilliant players for the visitors, while the local lads worked as a unit with the team as a whole shining.

Local Girls Defeat Fountain

The local tennis clared the Fountain team to such an extent that the visitors went away with 16 markers against them while they were able to make only 14 markers to carry home.

The guarding was close and fast, the locals were able to score eight points before Fountain realized that there was a basket for them to shoot at. However, the ball went through consistently, for they counted 14 times while the locals were counting only eight more.

The best girl quint will journey to Saratoga Thursday afternoon to do some more entertaining while the leather pushing boys will entertain Elizabeth City here Friday night at 7:30.

The boys team will also have Goldboro as their guest Tuesday night of next week.

It will be remembered that the Elias both City quint noted a victory over the local boys by playing an extra period.

The Lions have agreed that revenue is sweet. Look out Sea Coast!

F. H. S. Wins Double Header

Farmville's victory over Greenville Tuesday night was due to the fact that our team has been working hard and they were anxious to start the second half right.

To show that Farmville has the right spirit toward the county elite, Lynn Esauy helped them along by shooting a goal for the visitors.

Corpus Taylor, Morgan Smith and Ed Davis, secured in Saratoga, will go on down and make a try out with the C. M. T. C. Game this morning.

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The Girls Team defeated the strong Fountain outfit Tuesday night. This is the first game that the local lads have played this year. They got off to a flying start at the beginning, by defeating the visitors to the tune of 14 to 12.

Dropy says "I call her Seven Days: she makes one week."

What student said "When bigger bums are made women will make them."

She: Boy, you used to have something about you I liked, but you spent it all.

No use writing a joke about Robt. Goodson—they laugh at his face.

Ex School Teacher: You be sure to be here on time tonight or you will have an extra half hour.

Luther Thomas: Oh! I knocked a hole in my head.

Wisscracker: Why worry, nothing leaks there.

Miss Boatright: Lynn, who discovered America?

Lynn E.: Columbus, of course.

John Jr.: Who licked the red off your candy?

Teacher: You say your papa is a real salesman?

Teacher: Can you prove it?

Teacher: Why are girls lips like a book?

Prissilla: I know. Red only between meals.

Grace Swisidell was taking her first ride with an aviator. The pilot was taking her over Farmville. When they were up about three thousand feet the plane suddenly went into a nose-dive.

"Ha, ha!" laughed the pilot, shouting to Grace: "Thirty per cent of the people down there thought we were falling."

"Sure," admitted Grace, "I fifty per cent of the people up here thought we were falling!"

Mr. A. W. gave up a Man. Mr. B. says, how many are in it?

Forecasts Many Mills for East

Senator Askew Calls Attention To Electrical Power Available In This Section Now

Raleigh, Feb. 9.—State Senator E. S. Askew, of Bertie, member of the 1927 General Assembly and of the State Board of Conservation and Development, visiting in Raleigh this week forecasted a period of industrial development for eastern North Carolina as a result of the increased availability of electrical power in that section.

Inter-connection of power lines, Senator Askew points out, has made current available in sufficient quantities for manufacturing purposes in virtually all sections of eastern North Carolina.

"Especially," Senator Askew says, "manufacturing plants were centered chiefly adjacent to the site of the power development because the power was generated at that point; but now with the extension of the transmission lines, electrical energy in sufficient quantities is available in most sections of the State, the wide range of its distribution being especially noticeable in eastern North Carolina."

"Eastern North Carolina can now go forward as a manufacturing section, especially as it has more raw materials than any other part of the State. This development can best be brought about by not waiting for big enterprises, but by encouraging a multiplicity of small plants for which the section is able to furnish virtually unlimited raw materials."

"A variety of enterprises makes for stability in business conditions because when business slacks down with a big plant there is more likelihood of commercial paralysis in a community than when there is a wide range of manufacturing activities, some of which will always be operating."

"I can envision an industrial future for my section, where ample power, unlimited raw materials, and a plentiful supply of labor are available and are waiting for development. There are innumerable opportunities for small plants such as those for the manufacturer of wheelbarrows, washboards, brooms, cross arms, establishments for canning agricultural products in many forms. If large plants cannot be secured at first, the people of the section should encourage any enterprise regardless of size."

"Where did the car hit him?" asked the coroner.

"At the junction of the dorsal and cervical vertebrae," replied the medical witness.

The format of the jury rose from his seat.

"Man and boy live in these parts for fifty years," he protested indignantly. "And I never heard of the place."

The brand of farm toilet the county needs is less than one-half of one per cent word.

Hickman 'At End of Rope' Says Mental Expert

Psychopathic Expert Scuffs At Efforts To Prove Him Insane: Many Witnesses Testify

Los Angeles, Feb. 7.—A mental expert of years' standing under oath labeled William Edward Hickman, confessed kidnapper and slayer of Marian Parker, as a man "at the end of his rope."

Dr. Thomas Orbison, World War psychopathic expert and a member of the Los Angeles County Jury Commission, testifying as an alienist for the prosecution in Hickman's sanity trial, read the prisoner's written plea for clemency, and in reply to District Attorney Keyes, said:

"It is the plea of a man who really has been at the end of his rope."

Throughout the day the prisoner had sat behind his attorney, Jerome Walsh, of Kansas City, and watched a procession of witnesses step into the box and swear to their belief that he was a sane man. Each had flatly contradicted his assertion that "an unbalanced mind" had caused the killing of Marian Parker.

One went further and swore that he believed Hickman was "obviously trying to feign insanity."

Dr. Orbison, from the witness box, took occasion to condemn the ponderous machinery of the Hickman sanity trial as "ridiculous pomp and ceremony."

Testifying as a State witness, Dr. Orbison said: "It is perfectly ridiculous to have all this pomp and ceremony when a murderer tries to avoid the penalty by pleading insanity. Why should we pay thousands of dollars to bring witnesses to say that this man is sane and others say that he is insane, when we could send him right over to the psychopathic ward and have him examined there? If he was found insane, all we would have to do would be bring him back and try him for murder."

Through Dr. Orbison, Attorney Richard Cantillon, of the defense, was able to put into the records a statement written in his call by Hickman, which the prosecutor earlier in the trial had ruled out as "tommy-rot."

The defense attorney submitted it to the witness for examination to discover, if possible, traces of an unbalanced mind. The doctor found none.

Hickman's statement reviewed his early life and his adoption of a criminal career. It dwelt at length on the theory of "divine guidance," one of his explanations of the killing of little Marian Parker, which the defense asserts is proof of his insanity.

"If I hang some people will be gratified and some disappointed. If I receive life imprisonment, some will protest while some will agree. In either case would the proper solution be found? Would the law be completely fulfilled; observe me so that you may save the youth of the future?"

Dr. Orbison said that when he examined Hickman, the latter had told him of "the address," asserting he thought it would be a very good one.

A cohabitation has been busy comparing the amount of dust in the air in a number of different cities and it may help come if the report urges people to keep their mouths shut so they don't get dust in their lungs.

You'll find most of the Presidential candidates parked under the mistletoe these days, hoping that their party will spy them.

Boys Conference Held Greenville

Greenville, N. C., Feb. 9.—Four hundred boys representing many high schools of North Carolina will attend the Older Boys Conference which convenes here tomorrow (Friday) afternoon at 2 o'clock, according to announcement made today.

The conference will be held under auspices of the Y. M. C. A. and will continue for three days. Between seventy-five and one hundred schools will be represented.

Registration will begin at Jarvis Memorial Methodist church Friday afternoon at 2 o'clock. The opening session of the conference will be held at four o'clock. Problems dealing with the home, school and church will be discussed by prominent Y. M. C. A. workers of the state.

The outstanding feature of the conference will be the round table discussions. J. T. Fosperman, of Rocky Mount, former state secretary of boys' work, will be in charge of this program. He will be assisted by ten young men representing the Y. M. C. A. at State College.

J. A. McMillan, alumni secretary of Wake Forest, will be toastmaster at a banquet to be tendered the young men in the campus building at the Y. M. C. A. Saturday evening at 8:30 o'clock. The final session will be held at Jarvis Memorial church Sunday afternoon at 8 o'clock.

