HE WHO HAS NOTHING TO ADVERTISE HAS NOTHING TO SELL

The Farmville Enterprise

PLAY SAFE—PATRONIZE THE ADVERTISERS IN THE ENTERPRISE

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WHAT WILL THE YEAR NINETEEN-THIRTY BRING

Professional Prophets Look For a Poor Start But a Good Ending.

Outlook for Agriculture Is for Better Prices Than in the Year 1929

While business may move slowly in the early part of 1930, it is certain to pick up later and by the middle of the year be moving again on a definite upward trend.

Farming conditions will be better, on the whole, with prices improving and the farmer getting a higher proportion of what the consumer pays.

There will be fewer jobs available in the early part of the year, but as programs of public works begin to go into effect unemployment will diminish. Wages will not be cut in the major industries of the nation.

Those are the principal predictions of local professional prophets, for the new year. They come from the men who work with facts and figures, who point out in what direction things are moving and at what speed, and then tell where we will arrive—if nothing happens.

They are prophets in the same sense that you are a prophet when you get on a train and say, "I will be in Chicago at 9 o'clock in the morning." Nine times out of ten your prediction will come true. The tenth time the train runs off the track.

First among business prophets is Col. Leonard W. Ayers, vice-president of the Cleveland Trust Company.

Every year he tells the business men of America how business is going to be for a year ahead. He is right so often that it seems uncanny. This is what Col. Ayres says about 1930:

The year promises a poor start and a good finish. Automobile production will be at least a million fewer cars than in 1929, but not a million less. Building costs will be slightly lower but new construction will not be more than five per cent greater than 1929. The output of iron and steel will be low. Average wholesale prices of non-agricultural commodities will be only slightly lower than in 1929. Net profits of industrial corporations will be distinctly less than in 1929.

Mrs. [illegible] more unemployment [illegible] of 1930 than in the early part of 1929, but [illegible] prove as the year [illegible] will be no appreciable change in the cost of living. Average wages will differ only slightly [illegible]

[illegible] tour- [illegible] last [illegible] low- [illegible] in- [illegible] cal student [illegible] holidays at his [illegible] son, David [illegible] with Mr. and [illegible] sumed his du- [illegible] after spend- [illegible] day, Jan. 3rd [illegible] home of Mrs. [illegible] Mr. Reynolds, [illegible] uplin Cou[illegible] [illegible] efit [illegible] and [illegible] men except [illegible] necessary, thus maintaining the average worker's buying power. [illegible] trade continuing good. [illegible] plentiful and cheap for net [illegible] dry purposes only. Business will improve in textiles, in lumber, in machinery manufactures, in household electrical appliances, in chemicals. Industry will move cautiously but steadily.

For the farmer, the outlook seems better than for the business man. Following are conclusions drawn from the latest summary of the agriculture situation by the United States Department of Agriculture:

The world's wheat crop of 1929 was lower than the previous year by over 300,000,000 bushels. More of the American crop was rushed to market early, depressing prices. The growers with wheat in storage will get better prices for it. Feed grain stocks on hand are low, prices strong, outlook good for continued good prices. Fruit and vegetable crops were below normal for 1929, with outlook for better prices for 1930. Potatoes in storage below normal, prices tending to rise.

Beef cattle prices show no sign of improvement. Butter and eggs are feeling the effect of the general business decline, but probably will improve as general business accelerates. Hogs and pork will continue to do better for the farmer than lambs and wool. If the textile markets improve,

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INSURANCE MEN FORM EXCHANGE

D. E. Oglesby, of The Bank Of Farmville Elected Vice President Organization.

The Pitt County Insurance Exchange has been organized by insurance men of the county, it became known last week. The concern is headed by [illegible] of Greenville, as president; D. E. Oglesby, Farmville, vice-president, and W. H. Bradsher, Greenville, secretary and treasurer.

Another meeting of the organization will be held at the office of the Merchants Association January 10, at which time definite plans looking to future operation will be formulated.

The exchange will be affiliated with the state and national organization it was said, and its purpose will be to create a better spirit between the insurance dealer and the insured.

It was said by officers that the organization would attempt to bring to the county only the largest and strongest insurance companies of the world, guaranteeing more complete protection than ever to the several thousand buyers of insurance in this county.

MISS SMITH HOSTESS

Among the most enjoyable affairs of the week was that of Tuesday afternoon, when Miss Louise Smith was charming hostess at bridge. Three tables were placed in the living room where holly, mistletoe, and poinsettias formed a lovely setting. Table prizes of hand embroidered handkerchiefs were won by Misses Mae Joyner, Elizabeth Fields and Elizabeth Davis.

A delightful salad course was served. Miss Smith's guests were: Misses Elizabeth, Janie and Margaret Davis, Mae Joyner, Evelyn Horton, Elizabeth Fields, Sue Barrett, Edna Foust Harris, Edith McGranahan, Al Fountain and Mary Alice Beaman.

Uncle Si Tinklepugh says he used to read a city paper but it made too much noise around the house. The headlines were so big he had to holler to read 'em.

[illegible] COMES BACK; PARDONED

Prisoner Who Takes French Leave Returns of His Own Volition and Is Set Free

For eight years the spectre of an abandoned prison term in North Carolina hung over Guy Metcalfe, convicted of a prohibition law offense in Buncombe county in 1921 and sentenced to serve two years.

Metcalfe escaped after serving only a few months and fled to the wild west, where he made good. Last summer the thing that haunted him became unbearable and he came back to Buncombe and gave himself up, and redonned stripes.

Yesterday a parole went out from the office of the executive counsel bearing the signature of Governor Gardner. The case had been investigated and passed upon prior to the resignation of Judge Townsend, and friends of Metcalfe had been told he would be pardoned on New Year's day.

And so last night the papers were put in the mail so as to reach the authorities on New Years eve.

Metcalfe's case differs from that of the other "Jean Valjean" of North Carolina which has been the subject of much publicity this year—that of John Cameron, who escaped while serving a 30-year sentence for murder, went to Alabama and not only made good but became his community's leading citizen.

Cameron, unlike Metcalfe, did not return voluntarily, but was retaken last spring on information supplied by a former Tar Heel who recognized him and mistakenly thought he might get a reward by turning him up. The other difference in the case is that while Cameron's offense was one of the most serious on the statue books, Metcalfe's was relatively minor.

A petition for the parole of Cameron was made to Governor Gardner last summer, but it is still pending in the "no action" file of the pardon office.

Another reason why so many marriages are failures is because the couples seem to think marriages are failures is because instead of being a Sunday afternoon skylark, they are endurance flights.

Lindy and Anne on an Exploring Trip

Col. Charles A. Lindbergh and his wife, the former Anne Morrow, resting on their journey over the Arizona cliffs to Lindbergh Cave. They are exploring the remains of the homes of the ancient cliff-dwellers. Note the rope over Lindy's shoulder, to help them over the rough places.

SHED NO LIGHT ON SENATORIAL RACE

Speculation About Simmons Finds Plenty Experts On Both Sides

Washington, Dec. 30—Considerable interest has been aroused here by the numerous speculations about probable opposition to Senator Simmons. Visitors from the state are buttonholed for inside information, but they have none. The supposed political experts are as much in the dark as the humblest voter.

They are in the position of the Union County farmer, who was asked his opinion on the outcome of a great law suit. "It's hard to tell," the farmer replied, "there's money on both sides."

Expert politicians can be quoted to show that Simmons hasn't a ghost of a chance to be nominated as the Democratic candidate and that if he was, couldn't be elected; and equally as many say he would walk away with it.

The wide divergence in political prognostications is largely due to the abdication of Senator Simmons as the titular head of the Democratic organization in North Carolina last year. He achieved a negative victory in the election, which is nothing to brag about in view of the Hoover panic and the admission of such ardent drys as Senator Borah that the Hoover administration has fallen down in prohibition enforcement.

The November election returns can be used to prove either side of the contention, which recalls the chestnut that there are three kinds of liars, plain liars, damn liars and staticians.

Sen. Simmons is at his home at New Bern, but his secretary, Frank Hampton, is back at his post. He visited the home folks during the holidays and returned to the Capitol with exactly the same amount of information as to the political outlook that he had before going to North Carolina.

Senator Overman makes daily visits to his office, but his business is routine. Only Senator Borah is active. Congress may adjourn, but he never does.

HOLSTON OIL CO. CHAGES MANAG'T

On the last page of this issue will be seen a full page advertisement of the Holston Oil Company of Farmville, announcing the change in ownership.

Messrs W. C. "Wave" Holston and Earl Modlin are now the owners and are leaving no stone unturned in their efforts to give the motoring public the very best service possible. Both of these gentlemen have been associated with the company at various times and their partnership assures you of prompt, courteous service. They are handling Shell gasoline and oils, believed by many to be the best obtainable.

If you have never tried Shell, drive around and fill up your tank, and it's a safe bet you'll become a regular customer at the Shell pumps.

The North Carolina Crop Improvement Association is now a member of the International Association and thus has the assurance of a wider market for the certified seeds produced under the guarantee of the local association.

After following a program of diversified farming this year, H. H. Bullock of Columbus County settled with his time merchant recently and found himself with a credit of $75 at the store.

COUNTING UNCLE SAM'S FAMILY

This Is the Year When the Census Man Will Make His Rounds

Uncle Sam will begin to count his nephews and nieces on the first of April, 1930, and this year he is going to find out a lot more about them than he has known before.

Some time during the month of April an enumerator of the United States Census Bureau will call at every dwelling in the nation and ask the head of the family twenty-four questions. Some of them might be considered impertinent if asked by a stranger, or even by a neighbor, but the Census enumerators are under oath not to disclose any facts learned by them except in their official reports. And those reports are not open anywhere to public inspection. Like the figures of your income-tax return, they are officially sealed against which prying gossips have no access to. Uncle Sam is concerned in census purposes, only with totals and averages and not at all with individual. But a clear picture of the people of the United States as a whole can be obtained only by getting the facts about each individual inhabitant, to start with.

For example, one of the the items which it is important to know, besides the number of persons in the United States, is the average age of our people. It is higher or lower than it was when the last census was taken ten years ago, and how much? This average age has been increasing steadily. But if the census of 1930 should show a decline in the average age, it would be a danger signal, a warning to speed up public health measures, a call to investigate the cause and apply all of the resources of sanitary science toward improving and guarding the general health.

So don't think it is impertinence when the census taker asks your age. Uncle Sam wants to know, not your individual age but the average age of all of the people.

Another question the enumerators will ask is "Who is the head of the family?" That doesn't mean what it sounds like. Uncle Sam isn't interested as to whether the wife wears the breeches or not, but does want to know how many men are dependent upon the earnings of their children, how many women are self-supporting. The head of the family, from the census point of view, is the one who earns the money.

Whether you live on a farm or in a town, whether you are white, black, red or yellow, male or female, married or unmarried, able to read and write, where you were born and where your parents were born, when you came to America if you are an immigrant, what your native language was and whether you can speak English are questions the reasons for which are clear enough. On the totals compiled from these answers depends, among other things, the number of persons from your native country who can be admitted to the United States in the next ten years.

Everybody who is employed will be asked to give his trade or occupation and the particular industry in which he or she works, or if working on his own account or as an employer, to say so. But a question on that line will be this year: "Are you employed now?" That is of the first of April. There will be for the first time an accurate record of unemployment, figures on which heretofore have been largely estimates.

Another new question will also be whether you own your home. In a general way the proportion of home-owners has been estimated in the past, but nobody has ever had exact figures. The figures have a decided bearing on the important subject of

(Continued on page two)

RADIO PLANE TO HELP GIVE OUT WEATHER NEWS

System Throughout America Is Now Being Made Ready for Use

A year ago, the aeronautics branch of the U. S. department of commerce revealed its plans for the completion by 1932 of a national network of radio beacon stations for aviation. Today it amplifies this program with the announcement that 24 such stations are already in operation, 15 are being built, and some 40 more are being planned for completion in the near future.

As a result of this nation-wide effort to make flying safe in all weather, Captain F. C. Hingsburg, chief engineer of the Airways Division, reports that not a square mile of U. S. territory will be left unprotected by this radio service.

The protection for pilots will include not only government radio weather stations at convenient points, but radio range beacons and receivers on planes, teletype and telegraph weather reporting between land stations and even watch houses for the airways keepers of the lofty snow-bound Rockies.

Furthermore, the department isn't fully satisfied with its present method of aural reception of radio range signals, in use now on the Chicago-New York route, and is installing a visual receiving system over the New York-Atlantic route for experimental purposes.

As though dissatisfied even with the Federal Government's inclusive radio aid methods for aviation, some of the large passenger and mail carriers have begun installing their own radio systems by which their pilots may talk directly to land station attendants or to other pilots along the line. Such a system, in addition to the federal radio range system, is against accident in any kind of weather.

Pilots along the Boeing System, from Chicago to San Francisco, for example, will be using the company's private communication methods by the first of the year, and for the present between Omaha and Chicago will get full benefit of the Federal radio range system. Soon, however, the radio range beacons will be extended along their line to the coast, and these pilots will have double assurance of safety.

MRS. BYNUM HONORED

Mrs. J. Y. Monk charmingly entertained a number of friends at an informal bridge party on Monday, honoring Mrs. [illegible] S. Bynum of Charlotte, a former resident, who is visiting here. The home of the hostess was beautifully decorated in plants and greens suggestive of the Yuletide season, and tallies and table appointments carried the same note of color.

A novel door stop was awarded as top score prize to the honor guest and an exquisite handkerchief as second prize went to Mrs. R. O. Lang. A Spanish jello salad was both attractive and delectable.

Most people never think seriously about anything until they're married, or broke, or some other misfortune befalls them.

BATTERY AND TIRE PRICES ANNOUNCED

Geo. Holston, local distributor of Goodyear Tires and Willard Batteries has a message of interest to all car owners, appearing on page two of this issue.

It's foolish, after comparing the prices quoted by George, with those of mail order concerns, to mail your order away from home.

When you buy from George you are assured of "Sudden Service," not only when you are equiping your car with tires and battery, but at any and all times when you need service along those lines. Drive around and let George show you what you really need for safe and comfortable driving.

MARCONI—

Thirty years ago a young man with an inquiring mind succeeding in sending a signal across the Atlantic without wires. That was the beginning of radio. Everyone knows some of the things that radio has accomplished since that time and there is more to come.

Marconi looks for the transmission of power by radio before very long. Television—seeing at a distance—is just around the corner, already here in the laboratory. A photograph sent across the ocean by radio enabled the London police to catch an American crook the other day. Short radio waves raise the body temperature so that we may yet keep warm in winter by having radio terminals on opposite sides of the room.

MAN DROWNS AS TRIO RUNS FROM THE OFFICERS

Allan Pope Jumps in Deep Water in Neuse When the Deputies Raid Still.

Raleigh, Dec. 31—One man jumped in the river and drowned and two others were captured about 2 o'clock yesterday afternoon, when county officers raided a still about a mile and a half above Baucom's bridge on the Neuse River.

Allan Pope, 22 year old man of near Clayton, fled from the officers along with his two companions when Deputies Whitaker, Stell, Pannin and Williams and two Johnston county officers found them just beginning to make a "run" of liquor with a 50 gallon outfit. Pope, who was said to have a club foot, jumped into a spot in the river which was from eight to ten feet deep and the current very swift, according to the officers.

Deputy Williams, who ran Pope and Williams to the river bank, said he yelled to Pope not to jump in the water. Pope was said to have yelled for help after he was in the water but the officers were unable to aid him owing to the swift current. Both William Pannel and Deputy Williams stated that they saw the man drown.

Pannell also jumped in, but turned immediately and came out of the cold muddy stream. Norman Pannell, the third member of the party ran in a different direction and was caught by officers. Both of the Pannell brothers, young men in their early twenties were placed in Wake county jail.

Sheriff Turner and his deputies, together with Coroner L. M. Waring, worked for several hours yesterday afternoon and last night grappling about the swift water for the body.

It was not recovered, however, and the officers will return and continue the search.

The coroner stated that Pope's drowning was probably due to the heavy clothing he wore and the swiftness of the current. Pannell clad in overalls, stated that he had a struggle in getting out of the stream.

All three of the men were from Johnston county. Officers stated last night, that the spot of the distillery was not a great distance from the Wake-Johnston line, and that the 'shiners' are beginning to ease over into the edge of Wake county to dodge officers from the adjoining county.

HOUSE WETS JOIN IN DRY LAW ROW

Cochran For Modification As Farm Relief Measure; Borah Writes Hoover

Washington, D.C. 30.—House wets took their first part in the capitals prohibition melee today with a proposal for light wines and beer as a break came in the series of warring statements by Senate drys over the Hoover administration enforcement methods.

Representative Cochran, democrat of Missouri, issued a statement advocating a dignified effort by the wet bloc of congress for modification of the Volstead Act to permit the manufacture and sale of light wines and beer, not intoxicating in fact.

With word from the White House that President Hoover was not going to be drawn into the public discussion of the 10-year-old prohibition law, it was said at the same place that the President today received a letter from Senator Borah of Idaho, who has so severely attacked the present enforcement methods.

The letter is understood to follow up the public condemnation made on Saturday by the Idaho dry champion with suggestions for remedies. Neither the White House nor the office of Senator Borah would make public the letter.

After the week-end bombardment of the administration enforcement program by Senator Borah, his letter tonight threatened to provide fuel for another outburst in the war-fare between the other Republican prohibition leader in the Senate and the outspoken Borah.

Senator Jones, of Washington, a republican dry spokesman, who has appealed for united support of the Hoover administration by the drys, called on the law enforcement commission, and after a two-hour visit, announced he would have something to say later in the week.

The next outbreak in the prohibition discussion may await the promised report of the President's Law Enforcement Commission, however. That report will be made as soon as the House approves the Senate's resolution for the appointment of a joint congressional committee to study methods of reorganizing the prohibition enforcement machinery.

SIX DEAD AND SEVEN INJURED IN ACCIDENTS

State Counts Heavy Toll of Mishaps over the Week-end.

Charlotte, Dec. 30—North Carolina today counted a week-end toll of six dead and seven others injured in traffic accidents.

The dead:
James Allman, 11, Salisbury.
Dr. A. C. Whitaker, of Julian.
James Marshall, 17, of Greensboro.
Perry Godfrey, 14, of Charlotte.
Miss Rosie Campbell, of Maiden.
Foster B. Pettie, negro attorney of Savannah, Ga., killed in an accident near Goldsboro.

The injured:
David Allman, 20, and Bruce Allman, 8, of Salisbury, brothers of James Allman, who was killed when a car in which the three boys were riding collided with another machine on North Main Street, Salisbury. The condition of Bruce was termed serious. David was not believed to be badly hurt.

Mr. and Mrs. T. C. Godfrey, of Charlotte; Mrs. Godfrey sustained fractured bones in the wrist and pelvis when a car her husband was driving collided with a bus Saturday night near Charlotte. Perry Godfrey, a brother of T. C. Godfrey was fatally injured. T. C. Godfrey was not seriously hurt.

Mrs. Carrie Winder Hughes, of New Bern, and her daughter, Mrs. William Dunn; Mrs. Hughes suffered a fractured pelvis bone and a lacerated scalp yesterday when the car in which she and her daughter were riding collided with a truck near New Bern. Mrs. Dunn was rather badly cut on the face.

A daughter of Foster B. Pettie, negro, was slightly injured yesterday in the accident near Goldsboro in which her father was killed. Officers said the Pettie automobile was sideswiped by another car which tried to pass it. An investigation was started.

Dr. Whitaker, of Julian, was fatally injured in a collision yesterday at Winston-Salem. [illegible] Joe Bulla, a negro truck driver trying to get across a street intersection before the traffic light changed, crashed into Dr. Whittaker's coupe.

Crushed by Automobile

The Miller youth at Greensboro was fatally injured yesterday when crushed beneath an automobile after it had collided with another machine He was said to have been riding on the runningboard at the time of the accident.

Miss Campbell died at Hickory yesterday from injuries she received in an automobile collision two weeks ago. Her skull was fractured in the accident and she never regained consciousness. Robert L. Hilton, of New Hickory, was put under a heavy bond in connection with the collision.

HENS PROPEDLY HOUSED PAY BEST PROFITS

Housing the hens in a comfortable and healthy place may not seem to be of so much importance but it often means the difference between average returns and excellent returns.

"Those who have not remodeled the old poultry house or built a new one, may, secure plans for a poultry house free of charge from the poultry department at State College," says W. F. Armstrong, associate poultryman. "Many growers who write to us for information seem to think that housing means merely a protection from rain or snow and has little effect upon results. Few things in the poultry business are of more importance or have a greater influence upon the production of eggs."

At first, says Mr. Armstrong, one must give consideration to the location. A southern slope that is well drained will provide a uniform temperature throughout the year, keeping the house warmer in winter and cooler in summer. The front of the house, or open part, should also face southward, thus providing additional protection from cold winds in winter. A house not having this advantage interferes with the production and health of the birds, especially the more sensitive breeds such as the leghorns. It is also best to have added protection in a curtain to close or partially close the opening depending on weather conditions.

The second principle is to make the walls tight and free from cracks. A house 20 feet deep will hold its heat much better than one of less depth. Housing with thin walls or cracks in the walls is a good way for birds to contract colds. Birds living in a cold house and having their combs frosted may have the fertility of their eggs to drop 50 per cent, to say nothing of loss in egg production. This must be supplied from both front and back. Poorly ventilated houses are a good source of colds and birds so weakened are susceptible to any changes.