

From Governor Ehringhaus to Eastern Carolina Tobacco Farmers !

... advantage of the
... editors to send my
... good wishes to the to-
... of Eastern North
... present is so full of
... promise of returning
... and is so directly in con-
... the picture which con-
... just twelve months ago
... difficult for us to compre-
... changes.

... in the early days of Sep-
... 1933, your committee, on
... had the honor to serve as
... went to Washington the
... which confronted the grow-
... tobacco was dark indeed. The
... crop had been disposed of
... the greater part of the South
... Carolina crop as well, at prices which
... only bankruptcy and de-
... The border markets in North
... Carolina in the brief period in which
... too had been selling our early
... tobacco had witnessed the same spec-
... of starvation prices, and gloom,
... hopelessness and despair was every-
... where prevalent. We closed the mar-
... in North Carolina and sent tele-
... graphic appeals to Washington which
... brought only the response that nothing
... could be done about the crop
... then being marketed except the im-
... position of the processing tax which
... was then announced. This, however,
... could not possibly add to the price
... realization of that year's crop or re-
... lieve the immediate distress. In reply
... we asked only an opportunity to be
... heard and present our case; and hav-
... ing secured the assistance and coop-
... eration of the Governors of South
... Carolina and Virginia, who sent their
... own representatives and tobacco
... growers, we went to Washington to
... present our case. After careful con-
... sideration of every suggestion made,
... the proposal which I had the honor
... to make and which was simple and
... acceptable to all parties was unani-
... mously adopted. It was called the
... North Carolina plan and it proposed
... two things only:

"First, that the growers would
... willingly accept such prices for the
... crop then being marketed as Gov-
... ernment officials, after investigation,
... determined to be a fair price and,
... Second, that the growers would agree
... to contract to limit their crop for
... 1934 to such size as the Government,
... upon investigation, should say was a
... proper and needed crop, even to the
... extent of not raising tobacco for one
... year if the Government thought wise.
... All other suggestions of dealing with
... the situation were simply referred to
... the Government for its consideration,
... as suggestions merely, leaving the
... AAA free to chose any method, upon
... investigation, it thought best or to
... change methods if the one first tried
... should fail to accord the fair or
... parity price which was being sought.

"The fairness of this proposal
... challenged everyone. The Govern-
... ment agents administering the AAA
... saw at once the justice of the pro-
... posal and eagerly accepted limitation
... contracts reducing acreage by approx-
... imately one-third. We returned to
... North Carolina and put on a cam-
... paign for this purpose, which was
... splendidly successful and entusiast-



GOV. J. C. B. EHRINGHAUS

... cally carried out. The results are
... now history. The farmers of North
... Carolina, when the markets reopened,
... received a greatly increased price for
... their 1933 crop,—an increase meas-
... ured in millions and conservatively es-
... timated to be double the price at
... which tobacco was selling when the
... markets were closed, and the fruits
... of that activity and the crop limita-
... tion then proposed and carried out
... have been carried over into this year
... and are now pouring their golden
... harvest into the pockets of the grow-
... ers.

"It is entirely accurate to say that
... by virtue of last September's activity
... the tobacco grower is today just
... twelve months ahead in the program
... of agricultural recovery because, but
... for that activity, we would be this
... year just where we were at the same
... time last, and the prices we are re-
... ceiving this year are a direct re-
... sult of the cooperative action of last.

"The lesson of all this is simple
... but very, very vital. For many years
... I have thought that the only hope
... for agricultural recovery was to dis-
... cover some means of applying the
... principle of cooperation to the prob-
... lem of production. I have preached
... and advocated this on many occa-
... sions. That is exactly what was pro-
... posed in the North Carolina plan and
... that is exactly what was carried out
... by the crop limitation agreements.
... We have learned also from our ex-
... perience in the past twelve months
... that, contrary to history of the past
... and a rather general conviction, the
... farmer can cooperate and that in this
... cooperation lies his salvation. The
... great danger which must be guarded
... against always is that we may forget
... the lesson of this experience and
... lapse into old methods which brought
... us only disaster and ruin. Govern-
... mental experts can keep us informed
... of the needs and the probable de-
... mands for the tobacco crop each year
... and the farmers themselves, follow-
... ing equitable and mutually coopera-
... tive methods of crop limitation, as
... this year, can see to it that such a
... crop is raised as will command a fair
... price.

"I salute you in the dawn of your
... returning prosperity and I wish for

you the fullest measure of the reali-
... zation of your hopes. In the midst
... of this prosperity let us not repeat
... the mistakes of the past. Let us
... conserve the returns from our crops
... and use them wisely and well. Waste
... and extravagance in spending must
... be avoided; utilization of incomes for

constructive purposes must be en-
... couraged. Turn your back on the
... man who tries to inveigle from you
... your dollars in thriftless and un-
... soundly speculative investments. Plan
... and build for yourselves an enduring
... prosperity."

J. C. B. EHRINGHAUS.

FARMVILLE RECEIVES VISIT FROM GOVERNOR AT GOLDEN WEED JUBILEE HELD IN HIS HONOR

Celebration Given Credit For The Full Cooperation Of This Section In Production Adjustment Program

Outstanding among the momen-
... tous events that marked the past to-
... bacco season was the Golden Weed
... Jubilee, celebrating the signing of
... the higher price agreement with the
... buying companies, and heaping a
... tribute of warmest praise upon the
... Governor of North Carolina, J. C. B.
... Ehringhaus, the committee of forty-
... two farmers, L. V. Morrill, Congress-
... man Lindsay C. Warren, of this dis-
... trict, and J. Con Lanier of the Agri-
... cultural Adjustment Administration,
... all of whom labored unceasingly in
... behalf of the relief of the tobacco
... farmers.

Celebration Held In Farmville

With the pledge of co-operation in
... the marketing holiday, given here
... in the meeting of warehousemen on
... September 2, it was fitting that an
... event of such great magnitude as the
... Golden Weed Jubilee, portent in its
... purpose and lasting in its benefits,
... should be held here. The celebration,
... in November, was sponsored by the
... 14 markets of the Bright Leaf Belt
... and brought thousands of people to
... Farmville.

Governor Visits Markets

After visiting several markets on
... his motor trip from Raleigh, Gover-
... nor Ehringhaus, and party of twenty,
... reached the Farmville market about
... 3:30 in the afternoon and witnessed
... a sale of several hundred pounds of
... tobacco, which ranged in price from
... 22 to 80 cents a pound, and which
... was offered by the Major Benjamin
... May chapter, D. A. R., whose regent,
... Mrs. T. C. Turnage, a woman of bril-
... liant intellect and staunch patriotism,
... contributed to Eastern Carolina the
... idea of the celebration and worked
... indefatigably night and day towards
... the development and successful cul-
... mination of the program.

From here the Governor continued
... his journey to other markets return-
... ing for a dinner, tendered him by the
... warehousemen at 6:00 o'clock, with
... places laid for sixty guests, and ex-
... pertly served by members of the
... Junior Woman's Club, of which Miss
... Lucy Johnston is president.

Greetings Brought From Various Groups

The exercises, which were held in
... the school auditorium at 7:30 o'clock,
... began with the processional, "God of
... Our Fathers," sung by the Farmville,

Choral Club with Mrs. Haywood
... Smith accompanist. Mrs. T. C. Turn-
... age graciously presided over the af-
... fair.

Rev. C. B. Mashburn pronounced
... the invocation and Mayor John B.
... Lewis extended a cordial welcome,
... to which William Anderson of Wilson
... responded. J. W. Holmes spoke in
... behalf of the business men of Farm-
... ville, and John T. Thorne for the to-
... bacco growers of the community,
... with Mrs. W. B. Murphrey of Snow
... Hill, as lieutenant-general of the
... National Recovery Administration in
... North Carolina, presenting greetings.

Dr. J. Y. Joyner of LaGrange, Rep-
... resentative Graham Barden of New
... Bern and J. Y. Monk of Farmville,
... brought echoes from the conference
... held several weeks ago with heads of
... the agricultural administration.

L. V. Morrill of Snow Hill, one of
... the principal figures in the movement
... for better prices, was scheduled to
... take part on the program but was
... prevented from being present by ill-
... ness.

Preceding the address by Governor
... Ehringhaus was a vocal solo, "A
... Birthday," sung by Mrs. Knott Proc-
... tor, of Greenville, with Mrs. M. V.
... Jones at the piano.

Governor Assures Farmers Of His Help

Though the preliminaries preced-
... ing the main event, the Governor's
... speech, had been going for two hours
... before the Governor rose to speak, he
... remarked that he had a message and
... he was bound to deliver it. And de-
... liver it, he did, to an audience, which
... listened spellbound to his resume of
... the tobacco conference and the re-
... sultant rise in prices, together with
... his expression of confidence in the
... growers carrying out their limitation
... pledge.

"In this connection" he stated, "It
... is well, that we remember the lessons
... of our fight and, above all, the im-
... perative necessity for continued co-
... operation in production. Even though
... we may not have realized the ulti-
... mate of our hopes in price for our
... entire crop, when we remember that
... at the time the markets were closed,
... tobacco was selling at an average
... of 9c, and the price going lower,
... when we remember the experience
... of the Georgia farmer whose crop
... had all been sold, and our South
... Carolina brethren, a large part of
... whose crop had already been dis-
... posed of, when we remember that
... tobacco today is selling for the high-

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