



The Farmville Enterprise

Patronize Our Advertisers, For They Are Constantly Inviting You To Trade With Them.

VOL. TWENTY-FIVE

FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, NOVEMBER 2, 1934

NUMBER TWENTY-SIX

THE ENTERPRISE ANNOUNCES EXPANSION CAMPAIGN TODAY

Next Tuesday, Nov. 6, Election Day; Go To The Polls And Vote!

Farmers To Hold Big Meeting In Farmville On Nov. 8th

\$2,000 Offered To Those Willing To Get To Work

Big Expansion Campaign Starts Monday, Nov. 5, and Will Last for Only a Few Weeks; Get In Early And Secure The Highest Award for Your Services

Now, why does The Farmville Enterprise put up \$2,000 in gifts? Why does The Enterprise guarantee every reader who is active in this election valuable prizes for his or her efforts? There are two reasons:

First, this is a friend-making election. Second, only by conducting a fair and liberal election with gifts of value to everyone who participates, will it be possible for the Enterprise to accomplish its aim.

And what is The Farmville Enterprise's aim? How can the Farmville Enterprise afford to give away absolutely free, without one cent of expense to the contestants, \$2,000.

In the election the Enterprise hopes to secure more subscriptions—to enlarge an already large list. To secure renewals. To make a good paper we naturally need circulation. In this election The Enterprise hopes to add to its great family of friends. This will be accomplished not only by the addition of new subscribers, but by the renewal of subscriptions, but by the manner in which this election is conducted. Every reader who takes part in this election will, when it is over, be a living advertisement for The Farmville Enterprise. That is the aim.

Of course this election will not pay the Enterprise immediately in dollars and cents. It would be unreasonable to expect that. Then why, you may ask, do you put up so much money when you know in advance that you can not get it back from the subscriptions received? And the answer:

Get More Than Money
There are things more valuable to a newspaper than money. Subscriptions are more valuable. Subscriptions give a newspaper prestige, power, and enhance the value of its advertising columns.

The Farmville Enterprise is taking its own medicine. It is advertising. It is spending money to create subscriptions—spending money to add to its advertising patronage and to create a greater good will. It will not pay The Enterprise in dollars today. But the efforts of this election, the subscribers who will be gained, the friends and inestimable benefit. The Enterprise is simply investing in its future, in building a greater circulation in the trade territory. Frankly, in the end, will profit The Enterprise.

Circulation Necessary

Circulation is absolutely necessary to a newspaper. But it is always an expense. No newspaper ever made money on its subscription list. Your Enterprise costs the publisher more each year to produce and deliver to you than you pay.

However, if by the spending of \$2,000 will increase its subscription list to the point where more advertisers will use its columns at a higher rate, to reach a greater number of people than, in the years to come, this \$2,000 will be returned time and again to The Enterprise.

A Business Proposition

It is simply a business proposition. No one loses, not even The Enterprise. This paper will not realize the benefits and cash in on them as soon as do our readers who carry on with us in this great gift distribution.

The equipment of The Enterprise is so complete that it can care for 3,000 readers each issue just as easily as it can care for half that number. And that is the goal—3,000 subscribers—that it hopes to reach as a result of this great gift distribution.

The Gift List

One Terraplane Coach Car, value \$695.00; three bags of Silver containing as high as \$200.00 in that most desirable precious metal; and hundreds of dollars in cash—a veritable shower of silver—to be distributed in the form of a twenty per cent commission to every non-gift winning participant. All this goes to make up the splendid gift list to be presented to friends and readers in just a few weeks.

It's Fair and Square

The Farmville Enterprise's plan for this great distribution is absolutely fair and square. Friends and readers of this paper are to determine to whom the gifts are to go. Free votes are the deciding factors.

All over the territory, in Farmville and outside, The Enterprise has hundreds of friends—real friends, who stand ready to help. Every reader who would share in this great gift giving will find the ground well broken for him or her. The way is made easy. You will readily understand the whole plan once you read the Enterprise. "Everybody Wins Something" automobile and other gift distribution announcement elsewhere in this issue.

Costs You Nothing

The Farmville Enterprise bears the expense. There is not one cent for you to spend. Your time is your own. You can win by simply devoting a part of your spare time. It will be easy, you will find, to be the recipient of an Enterprise gift.

Everybody Wins Something

In The Farmville Enterprise's gift distribution "Everybody Wins Something." You win either the automobile or a purse of \$200; \$100; \$50, or the cash commissions. Everybody wins either car or cash.

In this election you can in your spare time earn more in the next few weeks than the average family man earns in a whole year. You can earn more than the average man saves in many years. You absolutely increase your earning power—and you do it in your spare time.

Cash Your Prizes

Perhaps you already have a car—in your case you may cash your prize and expend the money in travel or a nucleus for an education, or for a home of your own. Everybody has use for cash. And that is not to be passed up lightly.

Now that is pretty good money to add to your present income for your spare moments during the next few (Continued on page Two)

Roosevelt To Urge Restoration of Pay Cuts First of July

He Does Not Feel Increases Will Be Warranted by January 1

Washington, Oct. 31.—Full restoration of the government's pay cuts next July 1 will be recommended by President Roosevelt.

The President made the announcement today at his semi-weekly press conference.

This means a 5 per cent increase in all government salaries which will make them reach the 1932 level.

Mr. Roosevelt said the pay increase would be urged in expectation of an increase in values and in prices by July 1.

He does not feel the increase will be warranted by January 1 but is confident of the upper trend by the time the new government year begins in July.

Upon taking office the President brought about a 15 per cent cut in government pay. The last Congress restored 10 per cent of this reduction.

Formulating his budget for next year the President said today he was reserving any estimates on forthcoming relief and public works expenditures until at least the first of the year.

Meanwhile he said he did not have the slightest idea what figures would be recommended.

Any tax legislation, he added, would hinge finally upon the relief and public works expenditures.

Published reports of various public works programs being under consideration by the administration were dismissed by Mr. Roosevelt. He warned that he was seeking all kinds of information from his aides but was not anywhere near the decision.

'Everybody Wins Something' is Slogan in Big Gift Distribution

This is to be a memorable event. It is to be a Friend-Making Campaign.

In addition to the big automobile and the purses, The Farmville Enterprise is making it possible for every man, woman, boy or girl who takes part in this distribution to be a prize winner. "Everybody Wins" is the slogan. And everybody does win.

That everyone participating in this election may know in advance that "Everybody Wins" The Farmville Enterprise has set aside a sum of money to be paid in commissions. This is over and above the capital prizes.

SOMETHING DIFFERENT

To every reader who participates and does not win the big automobile or one of the big prizes, The Enterprise will pay a cash commission of twenty per cent on all subscriptions turned in during the event. That means The Enterprise readers who actively participate are guaranteed at the very least one dollar of every five dollars received for subscriptions during the election.

Did you ever hear of anything more fair? No, and no one else ever did.

Today the Enterprise inaugurates the most stupendous "Everybody Wins Something" one automobile-and-cash gifts distributed.

Gifts totaling over \$2,000.00 including one big, handsome, speedy automobile, Terraplane, value \$695.00 and three great bags of silver (containing as high as \$200) are to be distributed among the men and women, boys and girls of Farmville and surrounding territory.

Tobacco is Leading the South Back to Prosperity

By H. A. STICH
Tobacco Economist, Member of N. Y. Tobacco Exchange

The bulk of the flue-cured crop was marketed in a very short time this season, practically during the past month, at the highest prices since 1929. In the last three weeks, prices reached a peak of 107.8 according to the Stich Tobacco Index, which uses the 1926 average of 27 cents a pound prices as the basis, or 1000 per cent.

The reasons for this phenomenal rise in tobacco prices during the past few weeks, in the face of decline in other commodities, are as follows:

1. Smaller U. S. production, due chiefly to AAA control measures;
2. Increased cigarette consumption;
3. More active foreign and domestic demand for flue-cured tobacco;
4. Canadian production sharply reduced;
5. World consumption of U. S. flue-cured leaf in excess of production.

The indicated total crop of all types in the United States, using figures considered accurate by the crop reporting board, for 1934, is 1,100,000,000 pounds as compared to the 1933 total crop of 1,386,000,000 pounds; the 1931 crop of 1,584,000,000 pounds; the 1930 crop of 1,648,000,000 pounds; the 1929 crop of 1,538,000,000 pounds; the 1926 crop of 1,290,000,000 pounds and the average of 1927 to 1931 crop of 1,471,000,000 pounds.

The average cents per pound prices for above years were, for 1933, 12.9c; for 1931, 8.2c; for 1930, 12.9c; for 1929, 18.5c; for 1926, 17.9c; and for the average of 1927 to 1931, inclusive, only 16.1c per pound. The 1934 average cents price per pound, while impossible to predict accurately because there are many months of tobacco marketing still ahead, should run 50 to 75 per cent higher than 1933 if the high prices recorded up to date this season do not take any serious turn.

Good Prices Prevailing on Market

The increase in consumption of cigarettes in recent months in 1934 over the same months of 1933 was considerable. The September 1934 consumption of 10,295,000,000 was 767,000,000 cigarettes in excess of September 1933, or an increase of 8.05 per cent. The tax income to the Treasury Department for September 1934 from cigarettes was almost \$31,000,000 as against \$28,500,000 for September 1933. This large source of income is exceeded only by the Capital Stock tax collections for September 1934 of \$49,000,000 and the income tax collections of \$171,000,000.

The keen buying competition between foreign and domestic interests in most of the loose leaf spot markets has accelerated the upward price movement. The United Kingdom has been a large buyer of the 1934 flue-cured tobacco crop. Our exports to them in 1933 were only 11,590,000 pounds, while in 1934 we exported 165,717,000 pounds, this presumably being due to monetary inflation measures pursued last year.

It is a known fact that the United Kingdom has shown a decided change of policy. Its cigarette manufacturers recently reached an agreement to return to former prices and have gone back to better tobacco by buying the American bright leaf flue-cured type in large quantities, after their brief experience with poorer colonial tobaccos from India, British African possessions and Rhodesian-grown Turkish tobacco.

The Canadian crop forecast was about 25 per cent less than in 1933, due partly to damage caused by heavy storms.

Tobacco exports for the first eight months of this year amounted to 57,567,247 for tobacco and manufactured products.

World consumption of U. S. flue-cured leaf is around 90,000,000 pounds over the October 1st, 1934 crop reports, indicating 545,168,000 pounds as the 1934 production. This year's production will be about 26 per cent below the average for 1927 to 1931, and 21 per cent below the 1933 crop.

With about 90 per cent of the flue-cured crop already marketed, there is little likelihood of any serious break in the price, especially when it is considered that prices rose despite the fact that offerings were below the average in quality for the various grades on many of the markets.

The AAA payments to tobacco growers up to August 31, 1934, totaled \$15,978,738 for rental and benefit payments. There will be many millions more paid during the next half year, all of which is helping to procure for the tobacco farmers of the South a much higher return for their labors than they received for any one year since the high peak of prices in 1919. With the exception of September 1919, September 1934 with an average price for all flue-cured types of around 26 cents a pound was the highest September average on record. 12.2 cents was the September 1933 average.

With good prices prevailing on the local tobacco market this week, growers had been paid an official average of \$33.49 through Thursday, for 600,214 pounds of the weed sold off the floors of Farmville's three mammoth warehouses. Receipts for these four selling days of this, the 11th week of the current season, aggregated \$201,006.80 and increased gross receipts above \$5,233,000.00.

The quality of tobacco offered in general has been off considerably for several days, though many of the superior types continue to appear on sales.

The volume today, Friday, was medium heavy and sales were expected to be concluded by mid afternoon. Price trends are reported as unchanged.

Sales this week have boosted the season's gross sales above the 17 million level with official average standing near the \$31.00 mark.

District Governor Speaks to The Farmville Roats

Ladies' Night Observed; High School Faculty Special Guests; Interesting Program Enjoyed

Rotarians and their guests, Rotary Ann and members of the high school faculty, numbering seventy, had the privilege of hearing District Governor Tom Sykes, of High Point, speak to them on the aim of international service in Rotary, Tuesday evening on the happy occasion of their observance of Ladies' night.

The District Governor found his subject concisely stated in the sixth object of Rotary; the encouragement and fostering of the advancement of understanding, good-will, and international peace through a world fellowship of business and professional men united in the ideal of service, and pointed out the many ways in which Rotarians and teachers might cooperate in the instillation of these ideals in the minds of the youth of this country.

Alex Rouse, president of the local club, presided and Mayor John B. Lewis introduced the speaker. The invocation was offered by Rev. C. B. Mashburn, and the welcoming remarks were made by Irvin Morgan, toastmaster, with the response by Miss Alice Coggins, home economics teacher.

A group of lively songs, with rollicking melodies, were rendered by Miss Mary K. Jerome, voice instructor of the school, John D. Holmes was song leader and the accompanists of the musical program were Mrs. J. W. Joyner and Mrs. Arthur F. Joyner. Entertaining stunts were put on by "Bill" Smith and John T. Thorne.

The Rotary dining room was elaborately decorated in the Hallowe'en colors and motifs, and plate decorations, used in the three course turkey dinner were also suggestive of the season. Misses Edna Foust and Vivian Parker Harris, Evelyn Horton, Natalie Vought, Frances Joyner, Mary Louise Rumley and Martha Cobb assisted in serving.

Tyson-May Reunion To Be Held Nov. 10

Community Invited To Join In and Make The Occasion a Gala Event

The following invitations have been issued this week: "You are cordially invited to attend the Tyson-May Reunion, which will be held Saturday, November 10, 1934, at 10:30 o'clock, in the Farmville High School auditorium, Farmville, N. C. Basket lunch. Dr. J. Y. Joyner, president, Mrs. E. N. Warren, secretary."

These invitations have been sent in anticipation of the first reunion to be held by the Tyson-May families since the official wedding at the last reunion, of the two, already one by ties of blood, into a reunion organization.

The meeting will be presided over by the newly elected president, Dr. J. Y. Joyner, highly esteemed and venerated educator of the State, and promoter of recent measures relative to the tobacco situation, who is at present making his home in Le Grange.

Mrs. S. C. Carroll, of Winterville, formerly Miss Ellen May Lewis, is 1st vice president, C. A. Tyson is 2nd vice president, and Mrs. E. N. Warren, secretary-treasurer of the organization.

The complete program, together with the speaker, who is to be a man of note, and who will speak to the reunion on important happenings of the day and the trend of the times will be announced later.

Everybody in this community is extended a cordial invitation to attend the reunion, bring a basket lunch and spend a happy day together.

Farmers Demand Action Concerning Tobacco Crop

NOTICE!

Following instruction issued by the chairman of the Pitt County Board of Elections to the registrar of Farmville precinct, all bona fide electors, who registered during the recent registration period, or prior thereto, are eligible to vote and will be permitted to vote in the election of November 6th, 1934.

Urges Big Vote In Each County

Largest Possible Vote In Every County Urged by Winborne

Raleigh, Oct. 31.—"Get out the largest possible vote in every county, even though there may be no local contests" is the admonition of State Chairman J. Wallace Winborne on the eve of the election next Tuesday.

"Remember," Mr. Winborne urges, "that aside from your local county and district candidates, there are to be elected by a State-wide majority vote, three justices of the North Carolina Supreme Court, Chief Justice W. P. Stacy, and Associates Heriot Clarkson and Michael Schenck; the State Treasurer, Charles M. Johnson, and the State Utilities Commissioner, Stanley Winborne, in addition to two Superior Court judges who have opposition, Julius A. Rouseau, of the 17th district, and J. Will Pless, Jr., of the 18th district.

"Even in the counties and districts where there are no contests, it is exceedingly important that large Democratic majorities be given these State-wide candidates, as well as the Congressional candidates. By so doing the Democrats of the State are giving their endorsement of the administrations of President Roosevelt in the nation and Governor Ehringhaus in the State.

"Important, too, will be the result of a huge Democratic majority all along the line in sweeping from under the Republicans the beginning of a basis they have been preparing for the campaign in 1936, which will be the crucial testing time of President Roosevelt and his New Deal. I urge that every Democrat do his full duty from now until the votes have been counted and recorded."

DANGER IN SCRAP

Raleigh, Nov. 1.—Illegal sales of scrap tobacco are endangering numerous crop adjustment contracts in North Carolina, E. Y. Floyd, of State College, announced yesterday.

Growers caught selling their scrap illegally, he said, will be forced to cancel their contracts, return all benefit payments received, and pay the 25 per cent tax on all their tobacco sold this year.

If court action is necessary to recover the benefit payments and the tax due, he added, the growers will be required to bear the cost of such litigation.

The only legal way to sell scrap tobacco to another grower, or any other person who may wish to buy, is to have the sale marked on the tax-exemption card by a field assistant of the tobacco program in the county, Floyd said.

The assistant will write the necessary tax warrant, stating the amount and price of the weed sold, and legalize the sale.

TWO MEN HELD UP BY MASKED BANDITS

Wilson, N. C., Nov. 1.—Hallowe'en brought two masked men to the house of Shack Bass, 60, and his brother of the same age Wednesday night in Black Creek. They deprived the brothers of \$210 in cash and disappeared into the night. They left no clue that investigators could find when they arrived, and the two old men in the house could not tell the authorities whether the held-up men were black or white.

Tobacco Growers And Warehousemen Call Meeting At Farmville Next Thursday

Demanding immediate action on continuation of an adequate tobacco control plan, 50 representatives growers and warehousemen yesterday arranged for a mass meeting of growers here at 2:30 p. m. on Thursday, November 8.

Leaders said that more than 5,000 growers, dissatisfied with delays of the AAA and the State agricultural extension service in arranging to sign-up growers for long period control plan, were expected to attend the meeting.

The committee went on record as favoring imposition of the maximum 50 per cent penalty for excess production as provided by the Kerr Act, and an immediate sign-up for at least three years after the expiration of the present contracts next year.

The resolutions will be submitted to the full meeting next Thursday for approval, at which time warehousemen will offer the services of 1,500 employees up to January 1 for a sign-up.

Want No Increase.

Growers and warehousemen both showed alarm over reports that J. B. Hutson, head of the AAA tobacco section, favored permitting a 20 per cent increase in the crop next year, and that manufacturers were contending that a 7,000,000,000 crop in 1935 would not be too large.

Release of these reports prior to the Kerr Act referendum was blamed for some softening of tobacco prices as the selling season approaches its end in the eastern markets.

Information from Washington is that the AAA now plans to conduct the sign-up between January and planting time.

Prominent tobacco men say that now is the psychological time when memories of high prices are not too far removed from memories of starvation prices prevailing with unrestricted production prior to last year.

The reduction contracts this year called for a 30 per cent reduction. The figures next year will be fixed by the AAA and announced around the first of the year.

Growers attending the meeting here yesterday were:

Growers Representatives.
Dr. J. Y. Joyner, LaGrange; I. J. Sanderlin, Beulaville; Thomas Mewborn, Jr., Kinston; Dr. E. M. Nicholson, Enfield; Thad Yelverton, Eureka; Carl T. Hicks, Walstonburg; Dr. Carl T. Sutton, Richland; Hammond Koonce, Richland; Joe E. Eagles, Macclesfield; L. R. Jones, Eureka; E. J. Harper, Snow Hill; R. A. Fountain, Fountain; J. H. Lane, Stantonburg; M. P. Frizzelle, Ayden, and J. L. Skinner, Tuscarora.

Also, Ben Lang, Farmville; J. A. Ormond, Dover; Furney Watson, Clarks; T. J. Hines, Tuscarora; S. T. Lewis, Farmville; B. M. Lewis, Farmville; W. D. Spence, Clinton; C. A. Davenport, Clinton; E. H. Pollock, Trenton; J. W. Whitaker, Enfield; S. L. Pittman, Clarks; M. E. Stewart, Tuscarora; H. C. McKeel, Clarks; W. A. Nobles, Dover; C. P. Banks, Trenton; G. H. Pittman, Falkland; W. R. Eagles, Macclesfield; R. D. Hodges, Kinston; F. Brock, Trenton; T. V. Moseley, Kinston; N. T. Weeks, Tuscarora; W. H. Ormond, Dover; I. L. Heath, Cove City; B. W. Ormond, Dover; L. D. Simpson, Tuscarora; W. O. White, Dover; G. O. Mallard, Trenton; W. W. Cook, Tuscarora; F. W. Stewart, Tuscarora; Newt Jones, Clarks; S. W. Gresham, Beulaville.

Warehousemen here included J. C. Eagles, president of the East Carolina Warehousemen's Association; E. V. Webb, former president; W. E. Fenner, Rocky Mount; B. B. Suggs and W. V. Moton, Greenville; J. Y. Monk, R. H. Knott, J. M. Holcomb, Farmville.

Snails succumb quickly to tainted water, and for that reason are sometimes carried in dry countries to test widely scattered water holes before drinking from them.