

Farmville Enterprise
FARMVILLE, N. C.

G. ALEX ROUSE, Owner & Mgr.

Eva Horton Shackelford
Associate Editor

Published by —
THE ROUSE PRINTERY

Subscription Prices:
One Year \$1.50 — Six Months 75c

ADVERTISING RATES:
Display (Minimum) 30c Per Inch
Readers, Per Line... 5c
All Legal adv. 5c a line per week.

Published weekly and entered as
Second Class Mail Matter at the
Postoffice at Farmville, N. C., un-
der act of March 3rd, 1879.



**"Well Trained
Servant"**

Ads are most polite, points out the Westside (Ga.) Journal. "Newspaper advertising does not shout at you when you are trying to concentrate on something else; it doesn't obscure and mar the landscape; it doesn't interrupt your enjoyment of a good grand opera program; it doesn't clutter up your mail and waste basket; it doesn't make you turn to page 37 and then shuffle through 18 more pages to finish the story; it doesn't clutter up your front yard or obtrude itself onto the seat of your motor car on Saturday evening. Newspaper advertising is like a well-trained servant—never intruding or making itself obnoxious, but always quietly at hand ready to give service when called upon."

**Under-
consumption**

Since the war every business lull every increase in unemployment, has been attributed to overproduction. It has become popular to diagnose every economic maladjustment as overproduction. Manufacturers, farmers and workers are being told that they are producing too much. In recent years world production of raw materials and foodstuffs has increased more than twice as fast as the population.

There seems to be a surplus of most worldly goods, but in the final analysis it is an inaccuracy to say that the world is producing more than it needs. The fact is that it isn't consuming as much as it should. Consumption should be increased, rather than production diminished.

Today the real economic problem of the United States is to increase the purchasing power of the consumer. Factories and farms are producing more than the people can buy, not more than they can consume. The commonest phrase is, "I would buy if I had the money." —Star-Republican, Blanchester, O.

**You Can't Ignore
The Public**

The lot of an editor is not always as easy as some people imagine. The general public has an idea that all you have to do is put into print the news as it is gathered by reporters and news agencies and you have then performed the full requirements of publisher.

You have two Thompson cases, both involving murder, and a Texas judge has cited three editors and three reporters of a Houston newspaper for contempt for printing testimony in the Clyde Thompson case.

While this contempt case is being aired, we have a spectacle of two thousand persons in the Gerald Thompson murder case in Peoria tearing a door from its hinges in the attempt to get into a court room.

This places the editor between the devil and the deep sea, threatened that he cannot report a case, or if he does, he will be in contempt. If you were to carry out the contentions of the Texas judge you would be barred from carrying publicity of the incident which marred the trial in Illinois. Judge Munson of Texas ruled that no evidence should be printed as it might hinder efforts to obtain a jury.

Newspapers have ethics as well as judges have and in the vast majority of cases they follow them. In other words, no newspaper would want to inject prejudice by printing other than the facts as they are brought out at a preliminary hearing or in the complaint field. A newspaper is a medium for presenting to the people the facts and even then there are many who believe that they can get more by attending a court session than they can by reading their newspapers.

In Peoria women and girls made up nearly two thousand who tore the hinges off a door in order to get into the court room and then giggled and laughed at certain testimony that was presented. Does the judge from Texas have in mind that failure to publish the news of a murder trial will react favorably upon interested spectators or destroy their desire for hearing the world testimony? We think that the Texas judge was unwise in his reasoning. If he had called the newspapers into chambers and then told them to suppress their best news in the world printed in

would have accomplished far more than he would hope to by threats of contempt. For instance, let us take the Peoria case. Suppose the judge tried to apply the same remedy as the Texas judge. Not only would there have been an increased storming of that court house but more than an encouragement of greater mob rule.

The general public pays for the maintenance of the courts and the salaries of judges and when there is crime committed you cannot hope to cover up or conceal the evidence. The people are entitled to it as long as there is no violating of rules of court procedure and the newspaper that fails in this respect would immediately be in a class of failing to acquaint the public, and this is not adhering to newspaper ethics.

There is something, too, in a newspaper presenting the evidence to the general public. If a dastardly crime has been committed, as was the case in Texas, broadcasting the actual facts will play an important part in deterring others from criminal operations of that character. You can rely upon a jury to weigh the evidence and to arrive at a fair verdict. It is true, as we have often said, that there are instances where a whole community is prejudiced and in that case an affidavit of prejudice ought to be exercised and the court, if your please, permitted to try the case where there is less feeling. We believe that no newspaper should be threatened with contempt proceedings upon the mere assumption that publishing the facts may interfere with the drawing of a jury. For instance, let us take the Texas case. On the day that the trial started the three newspapers carried a full account of the first day's testimony. The trial ended with Thompson getting a 99-year term for murder. A second defendant, Ebers, pleaded guilty and received a 50-year sentence and a third, Raymond Hall, is on trial at the present time.

Take the case of Clyde Thompson. This inhuman monster had been convicted years ago for the murder of two Texas youths. The testimony at that time proved that he "shot them to see them kick." A year later he stabbed Tommy Reis, another convict, in a fight while in prison and in the trial in which he was convicted his defense was that he killed to defend his own life.

Whatever the judge's viewpoint may have been that newspaper was justified in conveying to the public the facts. If it had attempted to print mere rumor, the court would have been within its rights to call the editors and publishers to the bar of justice but nothing of that kind had happened. They were threatened before they had any opportunity to even prove their fairness in recording the evidence as it was presented.

As we said in the opening, the newspaper is between the devil and the deep sea in trying to be eminently fair.—Press, Sheboygan, Wis.

**WALSTONBURG
NEWS**

PERSONALS

Mr. and Mrs. W. C. Lang were in Rocky Mount Monday.

Mrs. Jason Shirley and Mrs. Floyd Sutton spent Wednesday in Wilson.

Miss Eloise Burch left Saturday for Colerain where she will teach this winter.

Miss Vivian Case of Farmville was the guest of Mrs. Estelle Bailey Sunday.

Mrs. Tina Mae Dixon and Mrs. W. L. Shackelford were Wilson visitors Saturday.

Mrs. W. A. Marlowe and Mrs. J. C. Gardner were Wilson visitors Tuesday.

Mr. and Mrs. A. J. Craft and Mrs. Estelle Bailey made a business trip to Rocky Mount Monday.

Mr. Earl Lang left Wednesday for Raleigh where he will resume his studies at State College.

Miss Alma Smith has returned to her home near Princeton after a visit with relatives and friends here.

Mrs. Martha Shirley continues quite ill at the home of her granddaughter, Mrs. Henry Burch, Sr.

Mr. and Mrs. Frank Holloman and family have returned to their home in Moultrie, Ga., after a three week's visit in the home of Mr. and Mrs. G. W. Corbett.

Friends will be glad to learn that Miss Virginia Fields is getting along nicely at home after returning from Woodard Herring Hospital where she underwent a tonsil operation.

A revival meeting will be held in the local Christian church beginning Sunday Sept. 29th. Rev. C. B. Mashburn will be assisted by Rev. L. E. Scarborough of Bath, N. C. Services each evening at 7:45. The public is cordially invited.

COUNCIL MEETS

The regular meeting of the Worker's Council of the Christian Sunday School was held in the home of Mr. and Mrs. Sam Jenkins Thursday evening.

A. J. Craft was in charge of the devotional exercises and used as the theme thought "Faith."

The president, Mrs. A. J. Craft, presided over the business meeting. Plans for the next quarter's work were discussed and outlined.

At the conclusion of the business session the hosts, assisted by M-

Camels don't get your Wind

THERE'S A CERTAIN DELICACY OF FLAVOR IN CAMELS THAT APPEALS TO WOMEN. CAMELS ARE SO MILD THAT THEY DO NOT AFFECT MY WIND.

I SMOKE THE SAME CIGARETTE THE CHAMPIONS DO—CAMELS. THEY NEVER INTERFERE WITH HEALTHY NERVES AND THEIR FLAVOR IS MARVELOUS.

SO MILD! YOU CAN SMOKE ALL YOU WANT

HELEN HICKS Famous Woman Golfer

STORE EXECUTIVE Dorothy Smart Bill

CAMELS Costlier Tobaccos!

Clara Jenins served a delectable salad course.

Those present were: Mr. and Mrs. D. D. Fields, Mr. and Mrs. A. J. Craft, Mr. and Mrs. Sam Jenkins, Mrs. J. C. Gardner, Mrs. H. C. McKeel, Mrs. Irma Mae Dixon, Mrs. Estelle Bailey, Mrs. W. A. Marlowe, Mr. H. R. Phillips and Misses Lillian Corbett and Clara Jenins.

BENEFIT PARTY

The most interesting feature of the party given in the Walstonburg School Building September 18th was a male beauty contest in which Mr. Holloway was awarded the prize for being the "most charming young lady."

The votes in the contest for the most henpecked man were watched with much enthusiasm until the close when Mr. W. V. Nix, principal of the school, very shame-facedly, slowly walked to the front of the auditorium to receive the prize.

Miss Margaret Davis was voted the prettiest girl.

Other interesting contests were included in the evening's entertainment.

Mr. Holloway and Mr. Newton favored the audience with several delightful musical selections.

The proceeds will be used for buying newspapers and magazines for the school.

SCHOOL OPENING

The Walstonburg High School opened September 12th, 1935 with a large enrollment. It was one of the most successful openings the school has had in years. School officials as well as the patrons showed remarkable interest. The county superintendent of schools, the district board of committeemen as well as the local ministers and a large number of patrons greeted the faculty and student body.

Mr. W. V. Nix, who is an experienced and capable leader in the educational field, is the new principal of the school. In addition to the eight members of last year's faculty seven new members were added. In the high school are Miss Mary Edna Dobson, Miss Ruby Taylor and Mr. Loy Rogers. In the elementary department are Misses Bettie Stallings, Edna Padgett, Susie Lee Dildy.

Due to the increased attendance last year the high school department was allotted another teacher.

**WAREHOUSEMEN OF
EASTERN BELT HOLD
MEETING IN FARMVILLE**

(Continued from page one)

ers in maintaining the program which has so greatly benefited the tobacco farmers.

THEREFORE BE IT RESOLVED, that the East Carolina Warehouse Association does hereby unanimously pledge itself to support the present sign-up campaign, and hereby tenders to the Department and to the growers its entire facilities for the



Order WIDMER'S

Now, with the confusion of unfamiliar names it's hard to know what wine to order. Remember the fine old name of Widmer's... not only America's finest wine, but equal, if not superior to imported brands.

Port, Sherry, Tokay, Muscatel, Branded Wine, Haut Sauternes, Dry Sauternes, Claret, Sparkling Burgundy, and White Gold.



AMERICA'S FINEST WINES!
Always in Good Taste
... Since 1888

less they are destroyed in the fall, said C. H. Brannon, extension entomologist at State College.

As soon as the cotton has been picked, he said, the growers should cut down all the stalks and plow them under.

Cutting the stalks deprives the weevils of their food, and plowing the stalks under will kill weevils which might otherwise survive the winter.

If the stalks are left to grow until frost, the weevils will approach winter in a healthy, vigorous condition, Brannon added, and they will be well able to withstand the cold weather.

An ounce of prevention is worth several pounds of cure, he declared, and the destruction of boll weevils in fall and winter is one of the best control methods known.



**WHY NOT LOOK
YOUR BEST?**

It doesn't matter what you have planned; a dinner, a dance, or just an evening at home — and it isn't expensive when you let us serve you.

Shampoo, Finger Wave 50c
All Hair Cuts 35c
Permanents \$3.50 up

SPECIAL PRICES ON FACIALS

Including Masque \$1.00
Manicures 50c Hair Dye \$3.50
Hot Oil Treatments .. \$1.00 Eyebrow Dye & Arch \$1.00

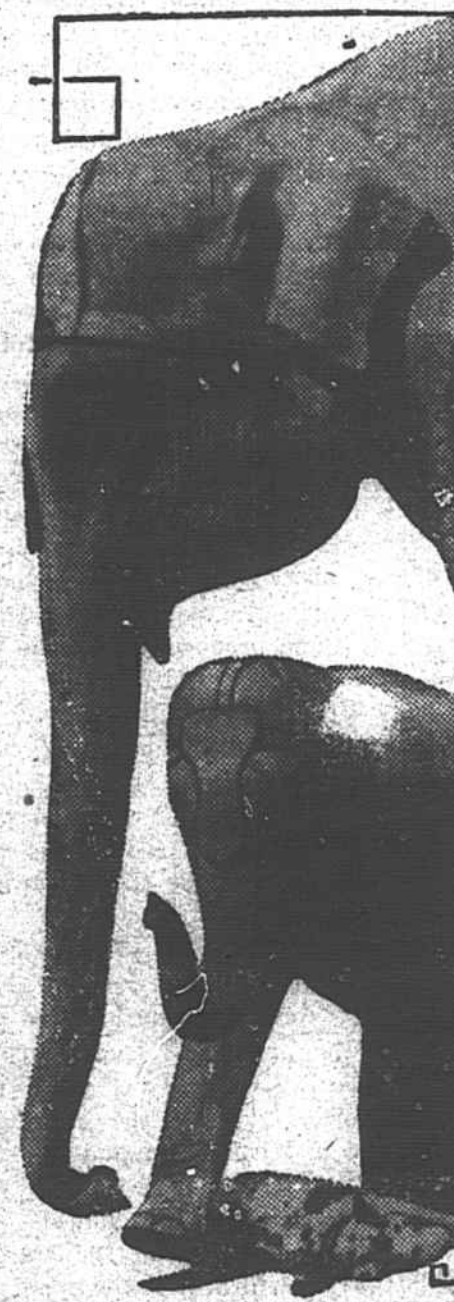
Frances Beauty Shoppe
N. MAIN STREET — FARMVILLE, N. C.

BARNETT BROS.
BIG 3-RING

CIRCUS

**STREET
PARADE
At 12:30 P. M.**

**FARMVILLE
MONDAY
SEPTEMBER 23**



**NEW ACTS!
THRILLS!
SENSATIONS!**

**Huge Menagerie of
Jungle Beasts**

TEXAS TED LEWIS

in person

And His Rodeo Rough Riders

CHILDREN---

CLIP THIS COUPON!

CHILDREN'S SPECIAL COUPON
This Coupon Will Admit One Child, 14 years of age or under to Barnett Bros. Circus.
and 15c
STREET PARADE AT NOON!

ONE DAY ONLY

*It's always
fair weather
where we make
Chesterfields*



*"Weather machines"
in the Chesterfield factories
keep the heat and moisture at
a steady even level...*

This control of temperature and humidity helps to retain the full flavor and aroma of the tobaccos you smoke in Chesterfields.

And it has a great deal to do with providing the proper working conditions for the employes who handle the tobaccos and operate the Chesterfield machines.

Mild ripe tobaccos and modern up-to-date factories with proper control of temperature and humidity help to make Chesterfield...

*the cigarette that's Milder
the cigarette that TASTES BETTER*