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In FARMVILLE And
GET The TOP Dollar!**

The Farmville Enterprise

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

FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, NOVEMBER 15, 1935

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Farmville Furniture Co. To Open New Funeral Home

**Spacious and Ornate
Establishment With
Handsome Three Story
Furniture Building;
Public Invited To In-
spect One of Carolina's
Best Appointed Homes;
Is Source of Pride To
Owners**

The Farmville Furniture Company is this week issuing invitations to customers and friends, among whom are the six thousand members of the Farmville Mutual Burial Association, to visit the firm's new funeral home upon the occasion of the opening on Tuesday, Wednesday, Thursday and Friday, November 19-22, and view under the guidance of members of the staff, this beautiful funeral establishment, which now stands complete in every detail and ready for the inspection of the general public.

Plan Of Home.
Of the spacious colonial type, the building is constructed of teapetry brick and trimmed with stone, having an open iron balcony-like grille and porch rail to match. Tall columns add dignity to the structure.

The plan of the Home itself, drawn by an expert on this type of building, is dignified, correct and pleasing on the interior and exterior, and all of the rooms used in this service are connected and conveniently situated on the first floor.

Upon opening the double entrance doors, which are heavily leaded in a handsome palm design, one is impressed by the homelike atmosphere of the spacious reception room, furnished in quite the style of a modern living room in North Carolina. Manufactured furniture, with considerable taste displayed in wood and color effects.

The first door on the left opens into the office of the funeral directors and mortician, John D. Gates and Charles S. Edwards, the second into the slumber room, where the body awaiting the last rites, may remain in perfect quiet overnight.

Walking straight through the reception hall one enters the beautiful and artistic display room, which is equal to any to be found in the South, designed as it is with a complete and special lighting system to effectively exhibit the varied line of handsome caskets in a soft and subdued light. In a small connecting showroom are the children's caskets.

Back of these are the preparation rooms, fitted with the most modern and best equipment obtainable, and so arranged as to afford the utmost privacy in carrying on the embalming and other work related to this particular branch of service.

Storage and supply rooms are situated in the extreme rear end of the building. The home is steam heated and has well furnished rest rooms.

The second floor is used by the furniture firm as display space for its huge stock of quality home furnishings.

Funeral Directors.
John D. Gates and Charles S. Edwards are the efficient funeral directors. Mr. Gates, a native of Durham county, has been connected with the Farmville Furniture Company in this capacity for the past twenty-two years, and is widely known and highly esteemed. He is a member of the board of directors of the Farmville Building and Loan Association, a deacon and secretary and treasurer of the local Primitive Baptist church.

Mr. Edwards is a native of Edgecombe county and a graduate of South Edgecombe high school and of East Carolina Teachers College, Greenville. He graduated from the American Academy Embalming and Mortuary Research, in New York, receiving while there intensive training in the latest methods of plastic surgery. Mr. Edwards had experience in funeral directing also while in New York, and was connected with Williams Funeral Home, Greenville, while attending E. C. T. C. He holds a certificate from the Conference of Embalmers Examining Boards of the United States, and passed the North Carolina State Board of Embalming at its last meeting. He is a member of the Episcopal church and of the Farmville Rotary Club.

All members of the staff are liberally at the telephone day and night, and prompt, safe, and efficient ambulance service is available at any hour. New equipment in this branch makes it possible to more easily convey the sick and wounded than ever before.

Burial Association.
Several years ago people became interested in burial associations, and in response to popular demand a local association was organized by the Farmville Furniture Company under the name of the Farmville Mutual

Burial Association, which began serving its members on January 5, 1933. The growth of the Association has exceeded all expectations, the membership having recently reached a total of six thousand.

The yearly membership fees have never been more than forty cents for children under ten years of age, never more than eighty cents for those between ten and thirty, have not exceeded a dollar and sixty cents for members between thirty and fifty, nor over two dollars and forty cents for members past fifty. A non profit organization, payments are made by assessment, which is not requested until there are expenses of four or five funerals to be met. No person in the Association receives a salary and the organization has its books checked yearly, being under the jurisdiction of the State Insurance Department. Ninety per cent of the income goes directly on funeral expenses and the remainder is used for postage, etc. During 1934 the Association provided funerals for thirty-nine members.

Home To Fill Real Need.
More and more people are demanding such establishments as this creditable addition made by the Farmville Furniture Co., where expert service and the use of complete facilities may be had in the event of a loved one's passing.

In this connection it might be timely to state that the funeral costs will be no greater than before for the dependable and satisfactory service of this firm, and that no charge will be made for the use of the home when funeral services there are desired by the family. Every convenience is available for the conducting of funerals, and the most careful consideration will be shown members of the immediate family, who may occupy the same room in which the casket is placed, and to friends, who may be seated in the reception room adjoining.

Tobacco Control Sign-Up Nears 100 P. C. Here

**Only 16 of 2,785 Tobacco
Growers In County
Have Not Signed**

Greenville, Nov. 14.—E. F. Arnold, Pitt County Farm Agent, today reported that out of 2,785 tobacco control act contracts in the county, only 16 growers have failed to sign the agreements.

This means that 99 per cent of the growers in the county have signed the contracts.

The county agent also explained that two of the non-signers in the county, the North Carolina Joint Stock Land Bank and the Metropolitan Life Insurance company had promised to have their tenants sign the contracts as soon as they rented their farms about the first of the year. Counting these two land owners in the list of signers the percentage amounts to about 99 1-2 per cent.

He also added that some of the hold-outs were due to a desire on the part of the growers to secure an increase in the allotments and that other farmers were absent from the county at present.

In at least one case, also, that of the Standard Fertilizer company, it was understood the land had been sold. This, however, had not been established and the name of the purported purchaser was not known. This contract will probably be included in the contracted land.

According to records in the county agent's office, the following growers, by townships, have not as yet signed contracts for 1936-37:

Chiod: Mrs. Marshall J. Cox, W. Claude Smith, Luther F. Smith.

Factious: I. W. Elks, H. C. Clemmons.

Belvoir: J. B. Bullock, Mrs. Rebecca H. Tyson, N. C. Joint Stock Land Bank, Metropolitan Life Insurance company.

Greenville: J. I. Allen, Robert H. Tripp.

Bethel: Standard Fertilizer Company, D. S. Harper.

Fountain: Lester E. Barrett.

Swift Creek: Chris P. Moore.

Winterville: D. J. Branch.

Carolina, Beaver Dame, Falkland, Farmville and Ayden townships signed up 100 per cent.

Arnold explained that only a few of those who had not signed, had deliberately refused to do so, blaming procrastination or some other cause as resulting in the one per cent not having signed the agreements.

Mr. Thorne Explains Repurchase Pool

**With The Shortest Crop
In 26 Years Farmers
Should Get Every Dollar
They Possibly Can**

Thousands upon thousands of dollars will go into the pockets of North Carolina cotton growers this year in the form of premiums provided they sell their cotton on a grade and staple basis, John T. Thorne, of Farmville, said here upon his return from the November meeting of the directors.

Mr. Thorne said that the consensus of opinion of the ten cotton farmers on the board of directors, representing every section of the State, is that the quality of cotton "has been surprisingly good this year."

He further stated that the management of the cooperative reported at the board meeting that grade and staple premiums of from \$4.50 to as much as \$6.50 are being paid on seven out of every ten bales of cotton placed through the cooperative this year.

It was also reported at the board meeting, Mr. Thorne said, that this year many large farmers are using the facilities of the "Re-Purchase Pool" in handling their cotton through the Association. Under the "Re-Purchase Pool Plan" a farmer places his cotton with the Association and when he is ready to sell he asks for a price. He can then go out to his local cotton mill or cotton buyer and ask for a price. Should the price quoted on the outside be higher than that offered by the Association, he can get his identical cotton back and sell it to the one offering him the most money.

"Certainly, with the shortest State crop in 26 years staring us in the face, it is up to us as farmers in North Carolina to get every dollar we can for our cotton this year, Mr. Thorne said. "The 'Re-Purchase Pool Plan' of the Cotton Association absolutely guarantees farmers the highest price for their cotton."

"And," Mr. Thorne added, "Please bear in mind that if you market your cotton on a grade and staple basis and in such a way that your total price runs well over 12 cents a pound, as has been the case for hundreds of farmers who have sold through the Association this year, this does not affect the amount of your equalization payment. Your equalization payment is simply the difference between the average price on the ten designated spot markets for middling 7-8 cotton and 12 cents a pound, and the price you receive for your cotton has nothing to do with it."

The recent rise of \$2.50 per bale for cotton following the November crop report was in line with the opinion of the ten men on the board have expressed all during the fall. Commenting on the price outlook this week, Mr. Thorne said: "It was the consensus of the board that there is a good chance for cotton to advance still further, and we think it will be good business for farmers to market the remainder of their crop in an orderly manner through their own cooperative in order that they may be in position to take advantage of any rise in the market."

Eastern Carolina's Leading Furniture Store Is Situated Here In Farmville

**Large Stock of Superior
Values Result in Tremendous
Patronage for
This Firm; Ford V-8
To Be Main Prize In
Annual Fall Sale Event**

Unrivaled in point of management, size of stock and superior values, and meriting the tremendous patronage received from the community and a wide area of surrounding territory, is one of Farmville's pioneer establishments, the Farmville Furniture Company, the present firm organization, composed of A. C. Monk, president, Jno. T. Thorne, vice president, T. E. Joyner, secretary and treasurer, and general manager, being the outgrowth of the merging of Beaman-Monk Bros. and the Joyner Furniture Company in 1916.

The rapid progress of this firm bears lively testimony to the high type men, who are back of the company, and to the business ability and affable manner of the manager and buyer, T. E. Joyner.

One of the largest stores in North Carolina, the firm's main establishment is a handsome three story building with 17,500 square feet of showroom space situated on four floors and with 10,000 square feet of storage space and a fully equipped work shop making it necessary for its operations to be extended to four buildings.

Carrying a complete and up to date line of furniture, electrical appliances, radios, etc., the five delivery trucks are in constant use. A well fitted radio repair shop with a full time service man in charge, is maintained by the firm, which also offers complete refrigerating service to its customers by especially trained men.

The personnel is composed of J. D. Gates, who has been with the firm for the past twenty-two years, serving as funeral director, salesman and repair man; M. G. Thorne, head of the radio department, has been in the firm's employ for sixteen years, C. L. Barrett and J. G. Smith, special refrigerating service men have seen nine years each of service here, F. G. Smith, has been employed five years, Mrs. T. E. Joyner, is window dresser and decorator, and Miss Emma Dale is bookkeeper. Sam Lewis is in charge of deliveries being assisted by Alfred Lewis and John D. Hobgood; Joseph R. Arthur, a graduate of Coyne School, Chicago, is in charge of the radio repair department. And last but not least is Red Dupree, who has rendered faithful service for more than fifteen years and is together with the other members of the personnel well known and liked by the thousands of patrons of East Carolina's leading furniture store.

About 300 farm boys and girls of McDowell county have joined the six 4-H clubs organized in that county recently.

Pitt Liquor Stores Earn \$20,664.76

**Sales Since The First
Store Opened Total
\$84,011.41; Only One
Store Has Lost Money**

Greenville, Nov. 12.—Figures released today by the Pitt County Alcoholic Control Board revealed that liquor stores in the county have netted a clear profit of \$20,664.76 since the first stores were opened July 27. Sales during the period totalled \$84,011.41, showing the profit to the county to be 24.6 per cent of the gross amount taken in.

The cost of merchandise amounted to \$54,023.30, or 64.30 per cent of net sales. Operating expenses covering administrative expense, selling cost, freight, rents, etc., totalled \$9,799.36, or 11.67 per cent of net sales.

The Greenville store sold more than any of the other six stores in the county, a total of \$44,116.30 worth of liquor having been sold here in the period. A net profit of \$11,563.61, or 26.21 per cent was realized from sales in the city. The percentage of profit in Greenville, however, was not quite as much as the percentage in Farmville where a net profit of 26.35 per cent was realized. In Farmville a profit of \$5,967.86 was realized on sales of \$22,651.81.

The store located in Grimesland was the only one of the seven stores in the county which showed a loss during the period. A loss of \$22.68 was shown for the store there, the percentage loss for sales being only 8.62 per cent.

Profits in the other six stores ranged from 26.35 per cent in Farmville to 13.73 per cent in Grifton. Ayden had sales of \$10,258.37, for a profit of \$2,001.89, or 19.51 per cent; Fountain, sales of \$3,605.55, net profits of \$621.19, or 17.23 per cent; Bethel, \$2,445.26, net profits of \$440.78, or 18.03 per cent; Grifton, sales of \$670.78, net profits of \$92.11, or 13.73 per cent, and Grimesland, sales of \$263.01, net loss of \$22.68, of 8.62 per cent.

High Averages Keep Interest In Farmville Market At High Pitch

**Twenty-Six and a Quarter
Million Pound Mark
Passed on Wednesday;
Farmville Exceeds
Record In Prices and
Poundage This Season**

Sales on this market, including those of Wednesday, passed last season's poundage record for the same period by 3,474,118 pounds, a total of 17,906,032 pounds having been sold during the same period at \$5,510,108.62 and at an average of \$30.77, as compared with the figures of the current season, which reveal a total of 26,380,150 pounds, which have brought growers \$5,811,382.55 and an average of \$22.03.

Sales on this market last week aggregated 2,007,368 pounds, which sold for \$472,085.38, an average \$23.52. The Farmville market's phenomenal increase in popularity this season is recognized throughout the State. The reason for this is no secret, it has been due first and foremost to its lead in prices as shown by the averages, which have daily topped those of other markets in the belt, according to the figures appearing in the columns of current newspapers.

Farmville, leading in highest averages through September and missing first place in October by only one twenty-fifth of a cent per pound, deserves its reputation of being "THE STEADIEST MARKET," and has now won the right to the title, "THE HIGHEST MARKET OF THE BRIGHT LEAF BELT" for this season.

Making a record in prices Farmville has also exceeded all former records in poundage sold. Good tobacco are still bringing a fancy price here, although a large quantity of inferior grades, brought in by farmers, who are making the last roundup of their crop, are holding our averages down just now.

The tractor terracing unit in Person County was used to build 41,700 feet of 18-foot-wide terraces on 4 farms last week. In addition, 53 fills were made across gullies, 1500 feet of private farm road was built and three ditches 800 feet long were dug.

The crop of Danish cabbage grown in Avery County this season has been sold at good prices.

A Memorial To Will Rogers

**Local Campaign to Begin
Tuesday, Nov. 19;
Mrs. J. M. Hobgood
State Chairman of
Women's Activities**

When Will Rogers died, he left millions of friends who had become intimates through the stage, radio, motion pictures, newspapers and magazines. They mourned the man and his philosophy—his kindness to mankind.

Thousands of these friends actively proposed memorials. No less than a score or organizations were formed for the purpose. These were merged and the Will Rogers Memorial Commission was formed—a group of Rogers' nationally prominent and responsible friends, headed by Vice-President John N. Garner.

Now with all local and sectional efforts directed into one whole-hearted, national plan, millions of Will Rogers' friends may participate in a worthy, recognized and responsible contribution to the memory of Will Rogers.

What Form of Memorial?
After Rogers' millions of friends have had an opportunity to make their contribution to his memory, the sum will be totaled beside the number of contributors, which it is believed will run into millions of friendships.

Then a group including Dr. J. C. Bushyhead, Amon G. Carter, Harry Chandler, James M. Cox, Charles Curtis, John W. Davis, Charles G. Dawes, Herbert Fleischacker, Henry Ford, John N. Garner, Will H. Hays, Herbert C. Hoover, Patrick J. Hurley, Jesse H. Jones, Mrs. Roberta Campbell Lawson, E. W. Marland, Frank F. Merriam, Alfred E. Smith, Fred Stone, George Young, Owen D. Young, and other men of prestige and judgment will, with the help of public suggestions, decide on the ultimate form of the memorials.

Naturally, the judgment must be indicated by the total of the subscriptions. But one thing is certain, the Commission will sponsor no cold shaft of marble for this warm and friendly man.

Rather, there will be living, continuing memorials projected to honor the charitable, educational and humanitarian traits which were so beloved in Will Rogers, the living man. Rogers, who was kind-hearted and sympathetic, a man of the people, in life, must be recalled in memory as he lived.

How Much Will Be Sought?
Money, alone, is not the goal. Naturally, the total subscribed must be reflected in the ultimate choice of memorials. But the real goal in the eyes of the Committee must rest in the number of friendships registered in the campaign—the total number of people who will come forward to honor the memory of their friend with a material token of that friendship. Millions, it is anticipated, will voice their appreciation of Will Rogers in a contribution—millions who have laughed and cried with Rogers in his expressed understanding of mankind.

How Will The Money Be Handled?
The Will Rogers Memorial Commission, composed of responsible, respected men and women—all friends of Will Rogers and his family—selected without regard to politics, race or religion, but banded together by a mutual love of Will Rogers and a desire to properly perpetuate his spirit and memory, will handle all funds collected.

Every single penny subscribed will be used for memorials to Will Rogers. In keeping with his love of flying and those interested in aviation, the expense of gathering the fund are being

borne by the aviation industry. When Is The Money Wanted?
Subscription of funds will begin on November 4th, the fifty-sixth anniversary of Will Rogers' birth. They will continue to Thanksgiving Eve, November 27. Contributions will be received locally by the Bank of Farmville, the Paramount Theatre and canvassers, who will make an intensive campaign on Tuesday, Nov. 19th.

Mrs. J. M. Hobgood, Local Chairman, Under the direction of Mrs. J. M. Hobgood, appointed by Mrs. R. C. Lawson, chairman of the Commission's National Women's Committee and president of the General Federation of Women's Clubs, as state chairman of women's activities to work with Carl Goerch, North Carolina's chairman of the Will Rogers Memorial Fund, two hundred and sixty women are working as leaders in that many towns and cities in launching the campaign, in staging bridge parties, teas, roping contests for boys and other civic and social affairs where the Fund may be presented and contributions taken.

The campaign, which is nationwide in its scope, will continue until the eve of Thanksgiving, giving admirers of Will Rogers every opportunity to perpetuate his name. Mrs. George E. Marshall, president of the North Carolina Federation of Women's Clubs, Mrs. H. W. Bell, state regent of the D. A. R., Mrs. W. B. Aycock, president of the North Carolina Congress of Parent-Teachers, and outstanding leaders of other prominent women's organizations of the State have been appointed to serve as an advisory committee.

Tuesday, November 19, has been designated in North Carolina as Will Rogers Statewide School Day, and a meeting of local campaigners will be held at Mayor Lewis' office, Monday evening November 18 at 7:30 o'clock to make further plans for offering opportunities to the people of this community to make contributions, these opportunities presenting themselves to the public in the form of Fund boxes placed in the Bank of Farmville and the Paramount Theatre, and by personal canvassers on the street.

All the women of the State are requested by Mrs. Hobgood to throw their influence behind the effort to obtain "appreciation contributions" to the Memorial.

For Your Convenience

To simplify your purchase, we combine in one price the Casket of your selection and the Services of our establishment, which consists of the following:

- Personal Services
- Use of Funeral Home
- Funeral Coach and family cars
- Preparation of body
- Use of Cemetery and Home Equipment
- Spray of Flowers for door
- Acknowledgment Cards
- Memorial Record

The above items comprise a standard funeral. The price card on each Casket includes any of the above services desired or necessary, together with the Casket.

Additional charges are made for Vault, embalming, flowers and clothing.

Our staff, working under instruction will relieve you of the many details of arrangements, and will be ever ready to suggest methods of proceedings which have proven most satisfactory.

FUNERAL HOME
OF THE
FARMVILLE FURNITURE CO.