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# The Farmville Enterprise

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VOL. TWENTY-SIX

FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, JANUARY 1, 1937

NUMBER TWENTY-SIX

## Advertising to Play Big Role in Coming Boom, Says Roger W. Babson

### Famous Statistician Is "Bullish" On Advertising Now That Turn Toward Better Times Has Come

A note of warning to business men who would pull profits from prosperity is sounded by Roger W. Babson, economist and statistician, in the Rotarian Magazine.

"To my way of thinking," he says, "advertising and selling are going to play a tremendous part in the coming boom. Your sales department should be drilled into a 'prosperity psychology.' The minute the low point of a depression is reached and the turn towards better times comes, I become bullish on advertising. This bullishness develops into a white heat as business reaches the normal line. It is in the normal zone that all the constructive forces of your organization should work and work in harmony."

Mr. Babson further urges that business men consider these important factors: Credits should be kept in order at all times. As prosperity proceeds there will be increasing shortage of skilled workers and executives; so investment in your personnel now should pay handsome dividends. Doing business in the prosperous days ahead without sound accounting and finance methods would be like fighting a fire with gasoline. If you must borrow, at least be free from debt one day of each year. Practical research in your business may mean the difference between profits and just breaking even.

"Strange as this may sound, less than 10 per cent of the business men of the United States actually pulled profits from the great 1929 boom! Remember this," warns Mr. Babson, "whereas depression hits everybody, prosperity is always selective. Profit tickets are not passed out to all that enter the Big Tent of good times. In a period of business expansion you must work out just as hard to assure profits as in a period of depression you must work out to avert losses."

"Only four times during my 35 years of studying business conditions has the Babson chart, on which I have spent over a million dollars in research, crossed the 'normal line' on its way upward. The first of these was in 1902-12, the second in 1915, and the third was 14 years ago, in 1922. The fourth has just occurred."

"At the start of this impending boom," he says in conclusion, "you all have a new set of books to open. This is the time when everybody starts from scratch but some only scratch. The way to eliminate competition is not to meet it but to keep ahead of it."

## Credit Group Names Jackson Secretary

### Wayne Native Succeeds Galloway as Officer of Greenville Organization

Greenville, Dec. 30.—J. R. Jackson, native of Wayne County, was named secretary-treasurer of the Greenville Production Credit Association at a meeting of the board of directors that organization today. Jackson has had 12 years' experience in the banking business. He has been employed by the Production Credit Corporation of Columbia, S. C., for the past three years. He has made his home in Greenville for the past two years.

J. H. Hardison of Snow Hill was elected director to succeed N. F. Palmer of Hookerton, who died recently.

The Greenville Production Credit Association loaned to farmers in Pitt and Greene counties during the year 1936 \$268,000 for the production of crops. Dr. Paul Fitzgerald of Greenville is president of the association.

## WALTER HENDERSON PASSES

Henderson—Funeral services for Walter Henderson, prominent tobaccoist of Farmville and Henderson, will be held Wednesday afternoon at 3:30 at the home of his niece, Mrs. Dorsey Evans of Henderson. Services will be in charge of Rev. R. W. Hughes, pastor of Holy Innocents Episcopal Church. Mr. Henderson died Tuesday afternoon in Marie Park Hospital after an illness of several weeks. He was a grandson of Chief Justice Leonard E. Henderson for whom this city was named. Surviving are one brother, Richard Henderson, Newport News, and two sisters, Mrs. John Thomas Henderson, and Mrs. J. H. Jones, Ohio.

## Two Prisoners Flee Pitt Jail

### Adams, The Convicted Fleecer, and Marshburn Vanish Before Dawn

Greenville, Dec. 30.—Two white prisoners, each of whom was being held on robbery charges, escaped from the county jail shortly before daybreak this morning, and no trace had been found of them late this afternoon.

James M. Adams, convicted at the last term of Superior Court here on charges of participating in a ruse whereby J. E. Pinkham, Beaufort county farmer, was robbed of more than \$400, was one of the escapees. He was being held in jail pending an appeal to the North Carolina Supreme Court. The defendant had been unable to post the required bond pending the appeal.

Randolph Marshburn, one of the three men being held for trial on charges of robbing the Turnage Mercantile Store in Farmville, was the other to make his escape. He was being held for trial in Superior Court and his case was scheduled to have been tried Thursday. Officers quoted Marshburn as admitting his guilt following his arrest for the Farmville robbery.

The sheriff's office said the pair escaped by tearing up the concrete floor in the toilet of their cell and then sawing the bars in the secondary window and leaping to a garage and then to the ground. The time of the escape was set at about 5 o'clock this morning.

## No Sweeping Job Changes at First, Hoey Promises

### To Make Announcements Immediately; Is Finishing Inaugural Address

Shelby, Dec. 29.—There will be no wholesale changes made in the personnel of State departments when Clyde R. Hoey becomes Governor on January 7, the Governor-elect said here today.

"Very few appointments will be made when I first go in," said Mr. Hoey. The first to be announced, probably on inauguration day, will be his private secretary, a post expected to be filled by Robert L. Thompson, of Raleigh, which undoubtedly will include Miss Mamie Turner, executive clerk for six administrations.

Major engagements have been postponed by the Governor-elect until Saturday or Monday, while he completes his inaugural address. He expected to finish a tentative draft of the speech late tonight, after two days of writing and dictation.

On Wednesday night he will be the honor guest at a dinner party given by the Hoey Bible Class of the Central Methodist Church, a group of men he has taught for over 50 years. On New Year's Eve, former Governor O. Max Gardner, Mrs. Hoey's brother, and Mrs. Gardner will hold open house in honor of the Hoey's.

Most of the visitors to the Governor-elect's office today were job-hunters or their friends. On Monday Clyde A. Erwin, State Superintendent of Public Instruction, presented to Mr. Hoey figures on the estimated costs and probable dates on which the free text books system, advocated during his primary campaign, can be established. The Governor-elect will make recommendations on the subject in his message.

While he is considering a list of said today, "I don't intend to make any wholesale changes until I get in and get a chance to look around."

Reemphasizing his campaign assertion that no one has been promised a job in his administration, he declared that each office would be investigated and appointments made on merit.

## ATTEND WEDDING

A number of relatives and friends attended the wedding of Miss Betty Spencer and Mr. Sam D. Bundy, at Seaboard, Saturday morning, at eleven o'clock.

Mr. Bundy, son of Mr. and Mrs. J. T. Bundy, is the principal of the Logansville school.

## Negroes Killed In Pitt County

### Two Murders Lead Holiday Violations; Two Officers Injured

Greenville, Dec. 29.—Two murders, one inside the city and the other in Ayden township, a number of automobile wrecks and several arrests for drunkenness were reported in this section during the holidays.

Booker T. Andrews, Negro, was held on a charge of murder following a preliminary hearing in City Court Monday morning. The Negro was denied bond and will be held in the County jail until the case is called in Superior Court, probably some time during this week. He is alleged to have shot his brother following an argument over their automobile. Police said he fired five shots into his brother's body. Andrews was quoted as admitting the slaying.

Charlie Evans, Negro, is being held in jail without bond on a charge of shooting Eddie Jones, another Negro. Jones was shot in the leg and bled to death. Coroner A. A. Ellwanger declared. Evans is said to have confessed the crime.

Highway patrolmen reported a number of accidents, but said that no serious injuries were sustained, although the wrecks resulted in heavy property damage.

Sheriff S. A. Whitehurst suffered painful injuries and had to have several stitches taken as a result of an automobile accident Saturday night at Cox Mill Cross Roads when a car is alleged to have sped from a side road without stopping, running into the car occupied by the Sheriff. The car which ran into Sheriff Whitehurst was said to have been occupied by Lehman Modlin, Beaufort County white man and a girl friend whom he was teaching to drive. They were ordered to appear in County Court here next Tuesday morning. Sheriff Whitehurst, who was injured about the head, said the couple were apparently drinking.

Another Pitt County officer, Constable Herbert Adam, of Swift Creek Township, was injured during the holidays. He was said by the Sheriff's office here to have been shot in the hip with a load of No. 4 shot when he went to serve a paper. John Exum, Negro, is being held on the charge. The constable's condition is considered serious, but not critical. He is confined in the Greenville hospital.

## PROSPEROUS 1937

Raleigh, Dec. 31.—If motor cars are an index to prosperity, a happy New Year is in sight for North Carolina, motor vehicle division officials said yesterday.

They predicted that the number of automobiles licensed for 1937 would set a new State record. Sales of tags, they said, are continuing well ahead of previous years.

A total of 125,721 pairs of plates had been sold through yesterday, compared to 79,541 at the same time last year. The 550,065 persons who bought 1936 tags established a new mark at the time, breaking the previous record of 512,176 in 1930.

Arrest faces motorists driving with old tags after today.

## CONTEST WINNERS DECIDED UPON

In a Christmas decoration contest, sponsored by the Garden Club, assisted by the Woman's Club, Literary Club, Rotarians, Merry Matrons and the U. D. C., and judged by Mrs. R. A. Fountain, Jr., Mrs. J. M. Horton and Mrs. E. Bruce Beasley, Fountain, on Wednesday, December 23, the following contestants won the prizes given below:

1st prize, outdoor Christmas tree, \$2, won by Mrs. T. E. Joyner; 2nd, Paul Searlet climber roses, by Mrs. G. M. Holden; 1st, indoor tree, \$2, by Mrs. G. A. Rouse; 2nd, rose, by Mrs. D. E. Oglesby; 1st, best decorated home, outside view, \$2, by Mrs. J. I. Morgan; 2nd, rose, Mrs. W. A. McAdams; 1st prize, best windows, Miss Tabitha DeVisconti; 2nd, rose, Mrs. Alton W. Bobbitt; 1st prize, best store windows, \$2, by Roebuck's Grocery; 2nd prize, Dupree's Department Store.

In justice to many other beautifully decorated homes and store windows is issued the statement that for various reasons they were not officially entered in the contest, and so were not considered by the judges when decisions were made.

The Garden Club committee in charge of the contest was composed of Mrs. D. E. Oglesby, Mrs. John T. Thorne and Mrs. B. S. Sheppard.

## HOPING FOR CITY DELIVERY

Postmaster B. O. Turnage reports that present receipts at the local Post Office now exceed the amount required by the government for city delivery.



## Ring Out, Wild Bells

Ring out, wild bells to the wild sky,  
The flying clouds, the frosty light;  
The New Year is dying in the night;  
Ring out, wild bells, and let him die.

Ring out the old, ring in the new,  
Ring, happy bells, across the snow:  
The year is going, let him go;  
Ring out the false, ring in the new.

Ring out a slowly dying cause,  
And ancient forms of party's strife;  
Ring in the nobler modes of life,  
With sweeter manners, purer laws.

Tennyson

## No Inaugural Invitations; 'All Welcome!' Says Hoey

### Arrangements Made to Broadcast Elaborate Ceremonies Jan. 7th

Shelby, Dec. 30.—Don't wait for an invitation to Governor Clyde R. Hoey's inauguration. Just go.

With a pile of requests for tickets and inquiries about the ceremonies on his desk, the Governor-elect today issued a blanket invitation to the people of North Carolina to attend the installation. Nearly everybody in Shelby intends to accept.

Representative Ernest Gardner of Cleveland County, chairman of the House inaugural committee, expects to leave here next Monday for Raleigh, where he will attend a luncheon meeting of legislative and local committees to complete inauguration arrangements Tuesday.

Governor-elect Hoey and his family will arrive in the Capital Wednesday, the day before the inauguration. Besides Mr. and Mrs. Hoey, there will be Miss Isabel Hoey, who will live with her parents in the Executive Mansion, Mr. and Mrs. Clyde R. Hoey, Jr., of Canton, Mr. and Mrs. Charles Hoey of Shelby and their two daughters, Elizabeth, 5, and Charlotte, 2.

The Governor-elect and Mrs. Hoey have been invited to spend Wednesday night at the Mansion with retiring Governor and Mrs. Ehringhaus.

After two days and nights of writing and dictation, Mr. Hoey today had completed the first draft of his inaugural address, to be delivered Thursday morning.

No tickets are necessary for the inauguration exercises, to be held in Memorial Auditorium in Raleigh at noon, and no invitations have been sent for the reception at the Executive Mansion Thursday night. Everybody will be welcome.

No invitations will be issued to the Inaugural Ball, Governor-elect Hoey added, but tickets may be secured from Mrs. S. Brown Shepherd, Jr., of Raleigh, chairman of the Junior League committee sponsoring the ball and will vote the proceeds to its baby clinic.

## HOLIDAY SEASON OVER; SCHOOL RE-OPENS MONDAY

Activities will be resumed at the Farmville graded schools on Monday, January 4, the teachers being expected during the week end, after a holiday period of two weeks.

With mid term exams over, pupils will return to their school rooms with lighter spirits than usual to take up work for the second semester.

The holidays have been filled with much gaiety here and the constant boom and crackle of fireworks has been sufficient this Christmas to delight all the young hearts of the town.

## ATTACK PROJECT

Railroads have begun an attack on the Florida Canal from the Gulf to the Atlantic, asserting that the cost will be nearer \$366,000,000 than the estimated \$162,000,000 of the special army board. Whether the project will be completed, or not, depends upon Congressional action.

## Drafting Model Measure For Control of Tobacco

### Greenville Man Beaten, Robbed

### G. L. Pleasant In Critical Condition After Thugs Steal Taxi

Greenville, Dec. 29.—G. L. (Lem) Pleasant, local owner of a taxicab service, is in Pitt General Hospital, critically wounded and police forces are searching for two white men alleged to have beaten, robbed and shot him. The pair fled in the taxi, leaving their victim by the side of the road.

The automobile in which the pair fled was found abandoned in Dunn this morning and local police officers, including Chief George Clark, father-in-law of Pleasant, went to that city to take up the search. A car was stolen from Dunn this morning and officers said the couple evidently abandoned the taxi for another vehicle. The pistol which was said to have been used by one of the men in shooting Pleasant was found in the car, it was reported here.

Hospital attaches this afternoon reported that the victim, while remaining conscious, continued in a critical condition.

The attack took place some time around 6 o'clock last night. Pleasant was found on the Stokes Road about 9 o'clock by Rupert Beal, employe at the Greenville Hotel, and a girl companion.

Beal did not recognize the wounded man and rushed on to the filling station, put his girl friend out and he and Rudolph Phillips returned to find Pleasant staggering along the road, from side to side.

Although having been beaten over the head with what was thought to have been a hammer, and shot just over the right eye, Pleasant was conscious and told officers the circumstances.

Beal quoted Pleasant as saying that a call came for a taxi at 7:10 o'clock and that his driver being out to supper, he answered the call himself. He said he went to the Busy Bee Cafe, picked up two white men, who looked to be from 20 to 28 years old and drove them out to the Old Stokes Road.

The Chief said that Pleasant told him he was suddenly hit on the head by one of the young men, who was sitting on the back seat. The blow knocked him out for a moment, but regaining consciousness, Pleasant is said to have seen a pistol in one of the men's hands and to have begged them not to shoot, agreeing to give them his money. The two white men then were said to have beaten him severely over the head some more, robbed him of a small amount of money he had in his pockets, taken his watch, shot him and left him, apparently for dead.

Pleasant was unable to say how long he had been left on the road when he was found, but was quoted as saying, by Mr. Beal, that it had been quite a good while.

The taxi service operator had staggered and crawled a good distance from the scene of the attack when he was found. He was blinded completely in both eyes. The shot entered just over his right eye and took a course down just below the ear. The wound from the shot was not considered as serious as the blows from which his head was said to have been crushed severely.

Pleasant was brought to the hospital and police officers notified immediately. A thorough search for the two attackers was started and continued throughout the night and on through the day. Peace officers from all departments joined in the search and officials in all nearby places were advised to be on the watch for the pair in the stolen automobile.

The attack took place on the Old Stokes Road, just across the railroad tracks. Officers who went to the scene said they found Pleasant's hat and fountain pen. They also said there were signs of a struggle. No arrests have been reported by officers at a late hour tonight.

## Fatal Wreck Survivor Released by Hospital

Greenville, Dec. 29.—Miss Alma Lee, teacher in the Greenville City schools, who was injured in the wreck on November 15 in which Dr. Marion F. Davis and Charles Heber Forbes and a Negro chauffeur, all of this city, were killed near Morehead City, was released from Pitt General Hospital Sunday afternoon.

Miss Lucille Norton, her companion in the wreck, is still confined in the hospital. Miss Lee has come to visit her sister, Mrs. Dan Figgott in New Bern, after which she will return to her home in Selma. Miss Lee and Miss Norton were the sole survivors of the wreck.

### Agricultural Administration and Growers Meet to Plan for Probable Compact

Washington, Dec. 29.—A model interstate tobacco compact bill, providing for flexible control and State penalties or non-compliance, was drafted here today by representatives of the growers and the Agricultural Adjustment Administration.

Ben W. Kilgore, Jr., of Louisville, Ky., secretary of the Kentucky Farm Bureau, said the bill expressed the principles of State tobacco compact legislation agreed upon yesterday by a grower's steering committee.

Kentucky, North Carolina, Tennessee and Virginia must effect a compact for control of burley and dark-fired tobacco. For fine-cured crop control, there must be a compact among North Carolina, Virginia, South Carolina and Georgia.

Of these states, only Virginia now has adopted the necessary legislation, Kilgore said the bill would be submitted Thursday to the Kentucky legislature. The compact must be effected by May 1, he said, to control the 1937 crop.

The Kentuckian described the bill drafted here as following the general outline of the Virginia tobacco compact act and said revisions agreed upon by his committee would not call for amendments to the Virginia law.

Control of tobacco production by types through interstate compacts, as provided for in the 1936 federal act, would be authorized by the bill. This control, based on State quotas to be fixed by agreements between State commissions after compacts are signed, would be administered by State tobacco commissions.

The State commission, working through County committees and County agents and in cooperation with other State commissions, would fix a quota for each producer based on 1933-34-35 acreage and production records available through the AAA.

Each producer would be entitled to market tobacco up to the amount of his quota or his crop harvested, "whichever is smallest." The commission would be authorized to issue marketing certificates up to the amount of individual quotas, however, and provide for transfer of these certificates by regulation.

Sale of tobacco by anyone except the owner, or without accompanying certificates obtained by the buyers and handlers, would be forbidden. Violations would be punished by forfeiture of three times the value of tobacco sold unlawfully, recoverable by the State in civil suits. Producers who planted more than their quota acreage would be liable to penalties of \$50 an acre on the excess.

## Complete Signing Application For Benefit Payments

### Total of 3,050 Individual Contracts Signed At County Agent's Office During December

Greenville, Dec. 30.—R. R. Bonnett, Pitt county agent announced today that farmers in all townships had completed signing applications for benefit payments under the Soil Conservation program and the forms were being sent to Raleigh.

The task, which was started two weeks before Christmas, was completed only this week. A total of 3,050 individual contracts was signed. It was estimated an average of three tenants signed the work sheets with the landlord.

The old Tucker building in which the agent's office is located was crowded by farmers, landlords and tenants, during the entire time the work sheets were being signed.

Already a number of the contracts have been sent to Raleigh and the office here will spend the rest of the week in preparing and transmitting the remainder to state headquarters.

## CHRISTMAS FINDS ROSES HERE

Warm and balmy days have prevailed throughout the holidays with Christmas being much like a spring day, sunny and pleasant.

The first White Christmas of many seasons was experienced here last year, when snow and ice covered the ground, this year, roses, hawthorn and several other shrubs were blooming in the Florida-like weather.