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# The Farmville Enterprise

SELL-BUY-BANK... and CHRISTMAS SHOP IN FARMVILLE

VOLUME TWENTY-EIGHT

FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, DECEMBER 10, 1937

NUMBER THIRTY

## Farmville Designated As Agent For the Electric Home And Farm Authority

### Government Financing Available for the Financing of Electrical Appliances And Local Dealers Approved.

Announcement was received from Washington yesterday that the Town of Farmville had been approved as agent for the Electric Home and Farm Authority, a Federal agency, making available to local citizens, the privilege of financing their purchase of electrical appliances from their local dealers, at the lowest possible financing cost, over a period of months. At the same time that the approval was received from the government, the City Officials announced a very substantial rate reduction in their electric rates, that will mean a great saving to local customers.

The contract with the Electric Home and Farm Authority. They only operate on utility lines where the rates do conform.

The local dealers who handle approved electrical appliances have also received their approval from the Authority. Under the plan any customer of the city lines can go to any approved dealer and select the approved electrical appliance or appliances they may desire, make a small down payment and finance the balance over a period of months suitable to their convenience, and make the payments, with their local light bills. All of the accounts are handled through the city office. The plan saves the customer quite a sum in carrying charges and makes it convenient for him to pay with his light bill. The city is paid by the Electric Home and Farm Authority for this service.

As an example it was explained that a customer purchasing a washing machine with a balance of \$50.00 would be charged only \$4.96 for two years, with the payments running \$2.29. A refrigerator with a balance of \$150.00, the finance charge for a period of three years would only be \$22.40, and the payments would be only \$4.79 per month. It can readily be seen that this plan makes the purchase of electrical appliances, possible for people of lower incomes as well as the higher bracket customers.

The Electric Home and Farm Authority was first inaugurated in the Tennessee Valley Area. It was so successful there that it was made available to other sections of the country where the rates were low. Over two hundred utilities are now using the plan very successfully. The Town of Farmville is to be congratulated upon being approved by this Authority.

In another section of this paper the City and two approved dealers, namely the Turnage Company and the Farmville Furniture Company have a splendid page announcement of the plan. Both of the above firms have made arrangements and are ready to sell on the government plan.

## New Cold Spell From Northwest

### Brings Prospect of Another Freeze in South; Mercury Drops in West and Southwest.

Atlanta, Dec. 8.—A new cold wave moving from the Northwest brought threats of hard freezing weather tonight or tomorrow for parts of the South and fears of additional damage to fruit and vegetable crops. Much of the nation was hit today by the worst storm of the winter.

Bitter cold dropped the temperature to as low as 26 below zero at Casper, Wyo., and this mass of frigid air moved southward toward Texas. A shift in the wind would renew the sub-freezing temperatures that have prevailed in the Southeast during the past two days.

Snow and icy temperatures held many northern and central sections. Three deaths in Buffalo, N. Y., today were attributed to the cold. Five persons have died in the South from freezing, or other causes contributed to the wintry blast.

The forecast called for colder weather tonight, tomorrow or tomorrow night over most of the South. Rain or snow was predicted for the Carolinas, Tennessee, North Georgia and possibly Virginia, Northern Mississippi and Alabama.

The worst December storm in ten years brought nearly a foot of snow to Buffalo. A 47-mile-per-hour gale piled up high drifts and crippled the traffic.

The pressure of melting snow, following a fall of nearly 30 inches, caused a break in the Paw Paw, Michigan hydro-electric dam today, sweeping station into the Paw Paw River.

## Mashburn-Farr Wedding Held In Asheville

### Ceremony is Performed By Rev. C. B. Mashburn Father of Bride.

Miss Louise Revere Mashburn became the bride of George Farr in a beautiful ceremony solemnized yesterday afternoon at 5 o'clock at the First Christian Church. The bride's father, the Rev. C. B. Mashburn, of Farmville, officiated assisted by the Rev. Harry Berry, pastor of the church.

The altar was banked with palms and candelabra bearing white cathedral tapers. Baskets of large white chrysanthemums were placed among the greenery.

Mrs. J. W. Cooke was at the organ and played "Meditation" from "Thais" by Massenet and "O Thou Sublime Sweet Evening Star from Wagner's "Tannhauser." The traditional processional by Wagner and Mendelssohn's wedding march were also used. Mrs. Virginia Fortune Hooks, of Asheville, sang "Love's Old Sweet Song" before the ceremony.

The bride was escorted by Dr. Julian Moore, of Asheville, who gave her in marriage.

Wears White Satin Gown She wore a white satin wedding gown made with a small seed pearl collar, buttoned down the back to a train, tapered into points over the wrists. With this she wore a hip length veil which fell from a tiara of orange blossoms. The tips of her white prayer book on which was fastened a white orchid, showered with lilies of the valley.

Mrs. D. E. Shytle of Washington, D. C., sister of the bride, was dame of honor and Miss Attawa Dixon, of Black Mountain, attended as maid of honor. Mrs. Shytle wore blue velvet and carried a muf of Columbia roses. Miss Dixon's gown was a pink moire model and her muf bouquet was of roses also.

Bridesmaids were Mrs. Charles Buck, sister of the bridegroom, and Mrs. Kathleen Lasher, both of Asheville. They were in blue silk net gowns made with square necklines, puffed sleeves, and full skirts. They wore blue tulle veils which fell from arrangements of roses and lilies of the valley. They carried matching blue net muffs covered with roses and blue baby's breath.

Miss Mimi Ambler, daughter of Dr. and Mrs. Arthur Ambler, and Miss Allison Moore, daughter of Dr. and Mrs. Julian Moore, served as junior bridesmaids. They were in floor length pink taffeta frocks tied with larkspur blue velvet sashes. With this they wore pink taffeta crownless bonnets and carried nosegays of pink roses and blue baby's breath.

Little Miss Barbara Ann Shytle, of Washington, D. C., niece of the bride, was flower girl. Her long dress was of blue tulle and her wreath was fashioned of pink and blue rosebuds. She scattered rose petals from a basket.

William Farr, of Charlotte, brother of the bridegroom, served as best man in the wedding.

Other ushers were Walton Boyter, John Haliburton, and Charles Buck, all of Asheville.

### Reception Held At Club

A Reception was given at the Asheville Country club following the wedding. Receiving at the door were the Rev. Mr. Mashburn and Mrs. Mashburn, parents of the bride; the bride couple, Mr. and Mrs. Farr, parents of the bridegroom, and Dr. Moore; Mrs. Mashburn wore a black lace gown with a small black velvet turban trimmed with small gardenias. The bride table was decorated attractively with greenery and other bridal flowers. Mrs. Julian Moore was at the punch bowl and Mrs. Arthur Ambler presided at the bride's cake after the first slice had been cut by Mrs. George Farr, Miss Elizabeth Farr, another sister of the bridegroom, and Mrs. Farr also assisted at the reception.

For going away the bride chose an antique gold chiffon wool tailored dress with wintergreen accessories. Her shoulder bouquet was an orchid and lilies of the valley. The couple will reside at 61 Cumberland circle upon returning from a wedding trip.

Was Librarian Here.

The bride is a graduate of Charlotte high school, of Davenport Junior College, and the Atlantic Christian college at Wilson. She later received a graduate degree at George Washington university, Washington, D. C. For the past three years, Mrs. Farr has been librarian of the Asheville Medical library. She has also been assistant librarian at the Sordley library and has been connected

## Santa Clause To Arrive In City At 5 P. M. Dec. 10

### Christmas Season To Officially Open With The Arrival of Saint Nick.

In the twilight of the afternoon of Friday, December 10th, that well-known friend of every man, woman and child; in our fair city as well as all over the world; will be welcomed to the town of Farmville by our eminent mayor with a flowery speech of welcome, at which time he will completely turn the city over to this jolly old fellow for the coming Christmas season. Mayor Davis and members of the official welcoming committee will meet Santa Clause and his escorts at the intersection of Main and Wilson Streets. Upon his arrival at 5:00 P. M., he has asked us to extend a hearty invitation and welcome to all the children in Farmville and surrounding communities to meet him and turn over letters and list of their Christmas wants.

Arriving from the North down Wilson Street, under blazing decorations put up by the city and merchants for this gala occasion, his approach will be heralded by the screaming siren of his official police escort. After his arrival and the speeches and interviews are over the official Christmas shopping season will be formally opened.

An additional touch of Christmas Spirit of olden times will be revealed by the rendering of Christmas carols by the Farmville Symphonic chorus, under the direction of Sidney A. Bullock. This will take place at the lighted Community Christmas Tree on the Christian Church corner at 8:00 Monday night, December 20th.

With the city decorated as never before, both in commercial spirit of Christmas cheer at a higher peak than usual, the City of Farmville is getting ready to enjoy the biggest and best Christmas that it has seen in many a year. After a year of progress made by a progressive community it is indeed a cause for great rejoicing. In anticipation of this the merchants have loaded their stocks with thousands of dollars worth of holiday goods. Offering a variety that is generally enjoyed by shoppers in cities ten times larger in population. The merchants and city officials have done everything in their power to make Farmville the real Christmas headquarters of Eastern Carolina.

Many homes are competing for the prize money offered for the best decorated stores and windows show for themselves the keen interest taken in this contest, by the commercial houses and from the splendid looks of all these places it is going to be a real tough assignment for the judges to declare which is the most attractive. Judging is to start December 10th from the official opening on through Christmas Eve, at which time the prize winners will be announced and the prizes awarded.

Every one has reason to be justly proud of their town this year, and it is with great pride and a feeling of gentle hospitality that they extend their hearty welcome to all comers during this season.

Worry is not so bad if it develops that there is nothing to work about.

with the publicity department for the national Democratic committee at Washington.

Mr. Farr attended public schools of this city and was graduated from Danville Military Institute at Danville, Va. He is now connected with his father in business at the Electrical Supply Company.

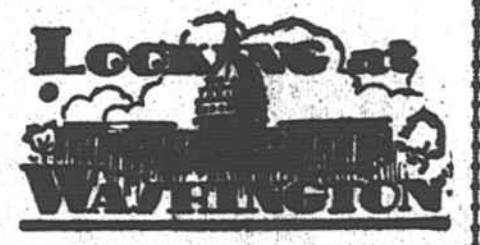
Out-of-town guests at the wedding were: The Rev. and Mrs. C. B. Mashburn, of Farmville; Mr. and Mrs. William Farr, of Charlotte; Mr. and Mrs. J. M. Day, of Raleigh; Mr. and Mrs. D. E. Shytle and daughter, Barbara Ann, of Washington, D. C., and Miss Attawa Dixon, of Black Mountain.

## CITY FATHERS AGREE TO REDUCE CURRENT RATE

The Board of Aldermen, in a regular monthly session Tuesday night, decided on a reduced rate for electric current effective the first day of the New Year, a red letter day indeed for Farmville, as it will mark the inauguration of a new rate, which will mean an annual saving of \$7500 to consumers here.

Under the old rate a hundred kilowatts, used in a residence, would cost \$4.90, under the new rate \$4.00; 250 kilowatts \$9.40; the new rate \$7.00.

Farmville is to be congratulated upon having a Mayor and a Board of alert business men associated with him who are all interested in any feasible plan which will render a real service to citizens of this community.



## CONGRESS WAGS ALONG ECONOMY HURDLES LEGISLATIVE OUTLOOK PRESSURE MISSING WALLACE TESTIFIES CAN FDR STOP SPENDING? SEEK POWER COMPROMISE UTILITY CONCESSIONS

(Hugo S. Sims, Washington Correspondent.)

The special session of Congress wagged along last week without many indications that the members are ready to proceed with legislation in accordance with the program submitted by the President. The Wages-and-Hours bill was backed by enough names on a petition to force the bill into the House for consideration. The Farm measure was before the two houses, but there was much disagreement between the bills and much confusion as to details. The government reorganization proposals and Seven Regional T. V. A's were, apparently, quietly sleeping.

Other issues attracted attention including the preliminary discussion of tax revision, although legislation along this line is not expected until January. The President, in the interest of a balanced budget, virtually demanded that highway aid to the states be cut in half. Some Senators immediately reacted unfavorably insisting that state programs had been formulated in accordance with the Federal promise of money at this time.

Conference between the President and utility heads, indicate considerable progress toward an agreement, with the power leaders apparently willing to make major concessions to the Administration, another major proposal in the interest of stimulating housing construction was presented in a special message from President Roosevelt. In the Far East serious diplomatic disputes with Japan.

The Wages-and-Hours bill has also caused considerable debate, with Labor leaders divided. President William Green, of the American Federation of Labor, who supported the measure last summer withdrew his endorsement and suggested that Labor formulate a satisfactory legislative proposal. The pending bill, however, has the general approval of John L. Lewis, although the aggressive chief of the Committee for Industrial Organization has not exerted any tremendous pressure in its behalf. While farm legislation, the supporters of the labor bill threatened to block agricultural relief unless some of its proponents ceased their efforts to prevent a report on the labor measure.

The compulsory farm plan faced heavy attack in both houses. The situation was further complicated by wide differences in the House and Senate measures and the inability of some senators to explain intelligently the details of the Senate measure. This was emphasized when Secretary Wallace termed the measure "more restrictive than necessary" and added that it might cost twice as much as the \$500,000,000 limit which President Roosevelt has put on the farm program.

In presenting the bill to the Senate Agricultural Committee, Chairman Smith conceded that its cost would not be estimated and professed his general dissatisfaction with the provisions demanded by the farmers and some doubts as to the successful operation of the bill. Adding to the difficulties of the situation, the Senate Committee called for the further adjustment and regulation of the dollar to testify in behalf of the

## Industry Charts Prosperity Road In Its Platform

### But Wants to Be Relieved of Uncertainty and Governmental Restrictions; Says Nation also Needs "Business Confidence."

New York, December 8.—The National Association of Manufacturers today adopted a platform holding out a brilliant and ever-widening future prosperity for America provided industry is relieved of uncertainty and excessive restrictions of government.

Describing the things manufacturing could do for prosperity, the "Platform for American industry for 1938 continued."

"Manufacturing cannot do these things as well as it should, and as well as it wants to, if it is shackled by restrictive legislation, burdened with excessive taxes, continually in doubt as to the nature and permanency of government policies, crippled by labor difficulties, and handicapped by inability to secure sufficient funds from investors.

"What this country needs is business confidence. Business will move forward producing more goods, and, therefore more jobs, if it is permitted to face the future with only the natural hazards of legitimate private competition."

While the wording of the platform was restricted to general terms and did not mention specific legislation, it asked:

"Freedom from federal control of prices, wages, and hours in manufacturing."

"Fair Taxes Calling for 'fair' taxes and the limitation of governmental regulations to the 'prevention of abuses inimical to the public interest,' the platform continues:

"Individuals and corporations will invest... savings only if a reasonable profit can be anticipated by so doing."

Industry, the platform said, is not opposed to change, per se, since the "American industry believes in self-analysis. It welcomes changes where changes is desirable."

While apparently calling for modification of existing federal labor laws, the platform urges labor policies that will "provide for the free interchange of ideas between manufacturers management and its employees on all matters of mutual interest, adequate opportunity for the consideration and adjustment of all complaints, maintenance of good working conditions and fair wages to the work performed."

With respect to anti-monopoly laws, the manufacturers suggest the desirability of "cooperation with competitors within legal limits on a basis which will assist each unit in the industry to operate under the high business standards and enable industry as a whole to serve the public effectively and economically."

## LUCKY

New York—When her gas range exploded, her kitchen demolished, a nearby china closet wrecked, two windows in the kitchen blown out. Mrs. Elizabeth Sullivan, 38, who was standing by the stove suffered only singed eyebrows.

lar under a single agency to insure the success of crop control programs.

Supporters of farm relief and the Wages-and-Hours legislation report something of a casual attitude on the part of the people generally and complain that the people 'back home' are not exerting themselves much in the interest of either measure. They point out that this makes it easier for opponents to modify and delay the bills. The explanation apparently lies in the fact that farmers and laborers generally believe that they can get what they want and in the division which exists among both groups as to what they want.

The farm bill is criticized on essential points by farm organizations and the support of labor is not unanimously behind the other bill, while the President and Administration officials are insisting upon favorable action for both measures, the insurgent spirit of Congress is strong. The Labor and Farm bloc know from past experience that whenever they make up their minds to secure special legislation for laborers and farmers, the votes in Congress will be available.

## Chorus to Give Christmas Program on December 12

### Local Market Closes Successful Season

### More Than 23 Million Pounds Weed Sold Here At Average of \$26.13 in Record Breaking Sales.

Operation of the Farmville tobacco market for the 1937 season came to a close on Friday, December 3, with records revealing this to be among the most successful experienced during its history of leaf auctions.

Official figures of 23,068,382 pounds were sold during the season, according to Sales Supervisor R. A. Fields, with the market's poundage record of daily sales being broken time after time, the heaviest sale being that of October 10 when the peak of the season was reached in both poundage and average, 851,642 pounds being sold for an average of \$34.36, and the total receipts of \$292,586.35 being the largest amount of money ever received by farmers in one day here. G. A. Rouse, secretary of the Tobacco Board of Trade believes the poundage to be a record day's sale for any market in the State with only two sets of buyers.

A total of \$6,028,430.30 was turned over to planters during the season in exchange for the 23,068,382 pounds marketed here at an average of \$26.13 per hundredweight.

Patronizing farmers, who came from the widest area ever attracted to this center, were satisfied and boosting customers of the Farmville market throughout the year.

Figures for the 1936 season are 18,133,759 pounds, receipts \$4,091,851.58, average \$22.56; for 1935, 28,396,796 pounds, receipts \$6,166,201.50 average \$21.71.

## Bailey Holds Up Tobacco Change

### Will Not Present Tobacco Amendments that Would Have Increased Yield.

Washington, Dec. 8.—After a conference with J. C. Lanier, lawyer and farmer of Greenville who was formerly connected with both the AAA and the North Carolina Tobacco Warehousemen's Association, Senator Josiah W. Bailey announced today that he would withhold his proposed amendment to the general farm bill which would have permitted any person, whether he had ever grown tobacco in the past or not, to market 3,300 pounds without penalty.

"Although I would have liked to see the amendment adopted, I realize that under it more tobacco than could possibly be sold might be grown, and I have decided to adhere to the wishes of the tobacco farmers in that respect," said Senator Bailey.

Senator Bailey will support the El-lender amendment, which conforms to the text of the House bill and imposes no cut below 3,200 pounds, although no farmer is permitted to grow more than he voluntarily grew in the past.

Senator Bailey, however, will press his other tobacco amendments and his peanut amendments as well as a provision to increase the Senate allowance for new growers and new areas from three to five per cent.

With these amendments adopted, the tobacco provisions of the Senate and House bills will be virtually identical, but Senator Bailey was asked today by Representative Kerr to substitute the House provisions in the Senate so that the tobacco question will be eliminated entirely from conference.

The Senate committee amendments to the tobacco sections will be considered tomorrow, but that consideration will not foreclose later offerings of separate amendments.

## GASOLINE FROM GASES

Chicago.—A comparatively new process by which high grade gasoline—more than nine billion gallons of it a year—can be produced from the waste gases which now hover over refinery centers, was recently described by three oil cracking experts, Dr. Gustav Elgoff, J. C. Morrell and Edwin F. Nelson. This production of fuel would be made possible through a polymerization process, which puts together in liquid form the gases formed when petroleum is cracked apart under high temperatures and pressures, and would make available almost one-half of the annual gasoline consumed by motor vehicles in America.

## 100 Excellent Voices To Be Heard Here At The Methodist Church Sunday, Dec. 12th.

The Festival Symphonic Chorus of the Eastern Carolina Symphonic Choral association will give four performances of "The Messiah," by G. F. Handel, Lewis Sinden Bullock conducting, in this section as a pre-Christmas musical program.

In Farmville, Sunday, December 12 at 3 o'clock, the first performance will be presented in the Methodist church, followed by a presentation in Ayden that evening, at 8 o'clock.

The following Sunday, December 19, an afternoon performance is scheduled for the Snow Hill Methodist church and in the evening repeated at a union service at Goldsboro churches at St. Paul Methodist church at 8 o'clock.

"The Messiah" was chosen for the Christmas programs this year because it is in keeping with the purpose of the association—to raise the appreciation and love for good music in this section of the state, says Conductor Bullock.

Numbering more than 100 voices the Festival Symphonic Chorus is made up of the members of the Goldsboro, Farmville, Snow Hill and Ayden choruses. These choruses have been rehearsing separately for several weeks and held its only combined rehearsal Sunday in Snow Hill.

Soloists for the four presentations are: Sopranos; Mrs. Margaret Hines Early, Miss Nellie Herring, Mrs. Mildred Exum, Snow Hill; Mrs. James Joyner, Farmville; altos; Mrs. Margaret J. Bullock, Misses Elizabeth and Jane Smith, Goldsboro; Mrs. J. W. Holmes, Farmville; tenors; Lucy Casey, Jack Fonville, Goldsboro; Pearson Hassell, of Farmville.

It is the plan now to make the presentation of "The Messiah" an Annual Event of the pre-Christmas season. The chorus hopes to give an impressive performance of this oratorio this year, and then to improve each year as to make the event of great musical importance to Eastern North Carolina.

Director Bullock said Monday that the members of the chorus and officers of the association are gratified to be able to present the four performances to the public with no admission or collection to be made. This he said, is made possible through the generosity and thoughtfulness of a large number of public spirited sponsors of the chorus and the association.

"The Messiah" is a great musical masterpiece, Mr. Bullock said, composed by Handel in 1741, now possessing greater musical appeal than ever before.

## Seal Sale Here Growing Daily

The local Christmas Seal Sale is progressing well according to the chairman, Miss Tabitha DeVisconti, who reports that the various organizations and interested individuals are cooperating in an admirable manner in this effort to relieve those suffering with tuberculosis and to aid in stamping out the disease.

Members representing the following organizations were in charge of the sale here this week; Mrs. J. I. Morgan, Literary Club; Mrs. J. Branch Bobbitt, Episcopal Auxiliary; Mrs. B. S. Smith, Christian Woman's Council; Mrs. John Lewis, Circle No. 1, and Mrs. J. M. Hobgood, Circle No. 2, Presbyterian Auxiliary; Mrs. Irvin Morgan Jr., Junior Woman's Club.

Miss DeVisconti also reported that the Macedonia Missionary Baptist Church, Negro, had purchased a \$5 health bond, from H. B. Sugg, superintendent of the Negro School.

## WHO KNOWS?

1. What is the estimated cost of the new farm relief measure?
  2. When did the Soviet Government sign a mutual assistance pact with Outer Mongolia?
  3. What is the value of the Chinese customs which Japan is accused of planning to seize?
  4. Who was the Chinese delegate to the Brussels conference?
  5. Who is the newly elected President of the Argentine Republic?
  6. How do utility earnings in 1937 compare with 1936?
  7. How does the construction of new dwellings compare with the depression years?
  8. How many times has the University of Alabama played in the Rose Bowl?
  9. Has the government of Brazil abandoned its policy of destroying coffee?
  10. Who is the chess champion of the world?
- (See the Answers on Page 4)

**Everybody Buys and Uses Christmas Seals**

GREETINGS

The TYPIST

2 MORE WAYS TO SHOP