

WORTHLESS CHECKS ARE PASSED DAILY

Merchants Association Warns Public Against Cashing of Checks

Although warnings are continually being heralded throughout our state as to the operations of check cashers and other similar crooks, business men continue to allow themselves to be fleeced by this element. It would be much easier to require personal identification of a stranger who presents his check than to try and locate such a party after you have fallen victim to his shrewdness. There is no need to close the stable door after the horse has gone.

It has been said that "The elimination of waste is a total asset." Of course, this statement was made in connection with profits of retailers

being dissipated through certain wasteful and unnecessary practices, such as the handling of unprofitable items, striving for volume of business without regard to cost, and the use of slack methods in the extension of credit, but whom we are told by the American Institute of Accounts that two billions of dollars are lost each year in the United States by bad checks, we wonder if there is any greater economic waste confronting the business men of this country than the waste incident to the bad check evil.

All waste can be attributed, in the final analysis, to carelessness. Two billions of dollars annually is an appalling sum to pay for carelessness and if the retail merchants of this country would exercise the same degree of astuteness in the matter of cashing checks for strangers as they exercise with regard to every other phase of their business, this enormous economic waste would be practically eliminated.

Check cashers are shrewd and cunning; they formulate their plans for trimming their victims with as much thought and care as a general devises plans for a battle, and it is for this reason that we invariably advise people not to rely upon the appearance of a check nor the pretense, but to always insist on personal identification. Had this advice been heeded, business men of Asheville would not have been fleeced by a smooth check flasher

Coste and Bellonte In Triumphant Parade



Dieudonne Coste (left) and Maurice Bellonte (right) with Grover Whalen, chairman of the welcoming committee, as they rode in the triumphal parade to the city hall where they received the official welcome of the City of New York for their brilliant non-stop flight from Paris to New York.

during the past week. This crook went to Asheville, rented an office in a prominent building, began to equip same, had local printer prepare business cards for him and proceeded to cash in on his plans by giving bad checks for every purchase made (which were for larger amounts than the purchase) and in four days had completely vanished leaving behind him a lot of worthless paper. In Asheville he operated under the name of E. L. McCarr, but in the next town he visits his name will probably be something else. His business cards reads: "Advertising 'That Pays'—E. L. McCarr—Vice-Pres. and Sec'y., Consolidated Elevator Advertising Company, 417 Wachovia Bank Bldg., Asheville, N. C. He is described as being 5 feet 5 inches tall, weighing 150 pounds, and possessing a small moustache. His business cards, appearance, and swell office caused the business men to take a chance in cashing his checks. They simply walked into his trap.

Last week a warning was issued from Zebulon with regards to a man using the name of W. D. Patterson who, among other things, was mean enough to get his landlady to endorse some of his worthless checks, and we are happy to tell Mrs. Clayton, proprietor of the Clayton Hotel of Zebulon and Mrs. Freeland of Jackson, N. C., and others whom he has stung, that their man is now in jail in Baltimore and they should immediately send warrants for him to Inspector George G. Henly, Police Department, Baltimore, Md.

We wish to advise that two check flashers were arrested in Fayetteville Monday afternoon, both claiming to be saw mill workers and live between White Lake and Garland, N. C. These men passed worthless checks drawn on the Cumberland National Bank of Fayetteville, which were made payable to Sam Smith, some of which were signed with the name of Randall Edge and others with the name of Elbert Rice. The men gave their names as T. S. Barnes and Mack Norris. Barnes is 21 years of age, 5 feet, 7 inches tall, light hair, combed back light complexion and wore white trousers and a black and white lace belt. Norris is 19 years of age, 5 feet, 8 inches tall, weighing 145 pounds; of ruddy complexion, brown hair, waved back, has a bad thumb nail on his right hand and wore dark trousers and white shirt.

Another man that has been operating in North Carolina has been arrested in Harrisburg, Pa. He uses the name of Joseph R. Vance, is 37 years of age, 5 feet, 8 1/2 inches tall, 132 pounds, medium blond hair, dy complexion, medium built, partly bald in front and blue eyes. We are advised that a man using the name of J. Du Vaughn, alias Jimmy Walker and claiming to be from New York, but who is believed lives either in Greensboro or Durham, passed a check in the sum of \$71, drawn on the First National Bank of Greenville, S. C., which check was worthless. This man is described as being 26 years of age, height 5 feet, 7 inches tall; weight 130 pounds; slender built and of sharp features.

The East Bedford, Va., Merchants Association requests us to announce that a man claiming to be from Rocky Mount and using the name of F. R. Mabry or Mayberry, formerly employed with the Virginia Gas and Utilities Company, has skipped with a mortgaged automobile and that they would appreciate any information as to his whereabouts. The car was a 1927 model gray Chevrolet Coach, Motor No. 294510, bearing a Virginia license No. 222-582.

We are gradually drawing the net around these crooks and are making it much harder for them to practice their evil calling in North Carolina.

Raleigh (AP)—You can't talk agriculture, in the opinion of O. M. Mull, State Democratic chairman, and keep away from politics. "I talked about farming in my Rocky Mount speech, but these days it's impossible without touching on matters of political significance," said Dr. Mull.

SAYS FLORIDA IS SAFE FROM HURRICANE

Weather Forecaster Declares Storm Will Do No Damage If It Hits Coast

Washington, Sept. 5 (AP)—C. L. Mitchell, weather forecaster, said today that if the hurricane hit Florida at all, it probably would not be damaging.

His reassuring word was given after the bureau had issued the storm warning which has been given many times daily of late, as the destructive wind raged across the Caribbean and devastated Santo Domingo.

Locating the disturbance over the north central Cuban coast, the bulletin said no strong winds had been reported.

As another sign of the intensity having diminished, the bureau omitted any warning to ships in that section. Yesterday and the day before caution had been advised to shipping.

Mitchell said the hurricane was following the course which has headed it for the United States coast since it was first received. The winds which have been reported as exceeding 150 miles an hour over Santo Domingo, however today were said not to be damaging. They are expected to continue moving West-Northwestward in the next 24 to 36 hours.

The official, who flew to Santo Domingo from Porto Rico yesterday, reported to headquarters by cable:

"After surveying Santo Domingo City both from air and ground and from information by American Master and President of republic report disaster: killed 1,000; injured, 2,500 persons; destroyed, 4,700 homes, and damaged 200 homes 29,000 persons, homeless."

"No reports available from other parts of republic. Governor Roosevelt, sending medical personnel under command of Fernos Also food, tentage and coats, but not enough to supply demand. Outside help is needed. I am at American consulate."

(Signed) "Silva." Just before Silva's startling information reached Chairman Payne of the Red Cross, some assurance had been expressed at the weather bureau that the storm would not be damaging by the time it hit Florida, if it reached at all.

The cable from Captain Silva, first direct report on the results of the storm, was transmitted by the Red Cross to President Hoover, to be used in determining whether a proclamation requesting public contribution would be issued from the White House.

It will form the basis also of

relief plans at Red Cross headquarters. Officials, who had been on watch night and day since Silva went by plane from Porto Rico, went into conference to determine immediate action.

Milt Tolbert Show In City Next Week

Milt Tolbert's shows opens in Greenville Monday night with brand new comedy-drama entitled "My Gypsy Sweetheart." This is a play that will please both old and young. The Tolbert show has many new faces in the cast this year and they are offering all new royalty plays.

The music is furnished by the Stranaders, a six-piece orchestra, that is plenty hot.

M. W. Holloway, publicity manager, wishes to announce that one lady will be admitted free with each paid admission on Monday night. Doors open at 7, orchestra at 7:45, curtain 8.

NEWS BRIEFS

Wilmington (AP)—North Carolina customs receipts for August, \$968,169, though slightly more than in August, 1929, were \$204,936 less than in the preceding month.

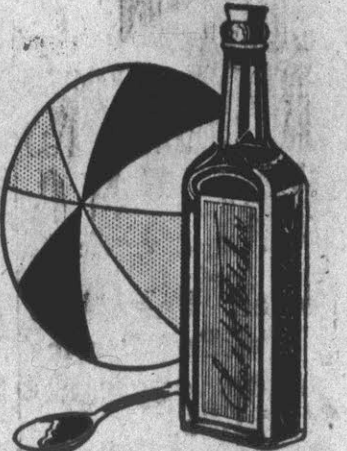
Charlotte (AP)—Sixth district highway patrolmen halted 1,163 automobiles and made 58 arrests during August. Lieut. W. E. Vest on has announced.

Albany (AP)—A stamper jury found the defendant in the suit against Dr. C. I. Miller, dentist by J. H. Morgan. Morgan alleged a needle broke off in his daughter's jawbone impaired her health.

Gastonia (AP)—George Allen, 23, employee of the American Mill No. 1 in Bessemer City, was fatally injured when caught in a card machine.

Firestone

Tires Batteries, Brake Lining. Phone 216. PARKER-SERVICE STORE, Inc.



If baby has COLIC

A CRY in the night. Colic! No cause for alarm if Castoria is handy. This pure vegetable preparation brings quick comfort, and can never harm. It is the sensible thing when children are ailing. Whether it's the stomach, or the little bowels; colic or constipation; or diarrhea. When tiny tongues are coated, or the breath is bad. Whenever there's need of gentle regulation. Children love the taste of Castoria, and its mildness makes it safe for frequent use.

And a more liberal dose of Castoria is always better for growing children than strong medicine meant only for adult use.

Fletcher's CASTORIA

To One And All of Our Customers

See that your account is paid up in full by the 10th, as we do not extend further credit unless it is. Thanking you for your promptness in the past, we are yours very truly,

PITT DRUG CO.

Phone 75

Blount-Harvey Co's Specials For Saturday

MEN'S SPECIALS

Still a good assortment of our Shirt Special in collar attached styles, madras and broadcloths, in good assortment of patterns—\$2.00 and \$2.50 values. Special—\$1.44, or 3 for

\$4.00

About 25 pairs of Men's Flannel Trousers in light colors, \$6.00 to \$8.50 were former prices. Saturday special, pair—

\$2.95

READY TO WEAR SPECIAL

One lot of Ladies' Silk Dresses, of crepes, and crepe satin in a good range of Fall shades and Fall styles. Extra Special Saturday—

\$5.95

About 100 pairs Ladies' Strap Oxfords, black, blonds and green. Values up to \$6.95. These oxfords are in broken sizes. Special, pair—

\$1.98

One lot Ladies' Full Fashioned Silk Hose, new Fall shades. Special for Saturday, pair—

79c

EXTRA SPECIAL—

SATURDAY MORNING ONLY

About 200 yards Beldings. Guaranteed satin in a big range of colors. Full 36 inches wide. Regular price \$1.75 yard. Saturday morning only, yard—

49c

One case Prints just arrived, in a big range Fall colors. Patterns for children and ladies. Fast colors. Regular 19c quality, yard,

12 1/2c

One lot Colored Bed Spreads. Regular price \$1.79 each. Special for Saturday only, each—

\$1.29

BLOUNT-HARVEY CO.

Grandmother's Bread	
16-oz Pan Loaf	7c
21-oz. Pullman Loaf	10c
Pan Rolls, doz.	8c

(PERSONAL)	Swift's Jewel
A&P is a grocer that has been judged by many consumers. After Seventy years in business, it enjoys the patronage of over 5,000,000 thrifty housewives. So large a following of critical customers is the result of a single simple fact—the public buys where it obtains the most for its money.	Compound LARD, 2 lbs. 25c
	FLOUR
	A&P Plain or Self-Rising 24 lb. bag 80c
	48 lb. bag \$1.59
	Sunnyfield BACON
	1-2 lb. pkg. 19c
	1 lb. pkg. 37c

Fine Granulated SUGAR 10 lb. bag 50c 25 lb. bag \$1.25

White House MILK, 3 tall cans 25c

8 O'CLOCK COFFEE, lb. 25c

Campbell's TOMATO SOUP, 3 cans 23c

Fancy Alaska PINK SALMON, 2 No. 1 tall cans 25c

PALMOLIVE SOAP, 3 cakes 19c

Celery, large, stalk 12 1-2c

Lettuce, large, head 12 1-2c

String beans, lb. 15c

TENDER ROUND STEAK—lb. 25c

Choice Beef Roast—lb. 18c

Rib Stew—lb. 12 1/2c

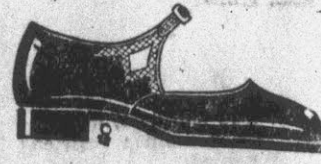
Pork Sausage Meat—lb. 20c

Neck Bones—lb. 10c

Pork Liver—lb. 10c

Boiled Ham—1-4 lb. 15c

THE GREAT ATLANTIC & PACIFIC TEA CO.



Saturday Specials

For the school girls. This patent leather one-strap, good welt soles, just the thing for the school girl, specially priced,

\$2.95

Plenty of good Oxfords,

\$3.95

Griffin Shoe Company

"Smart Footwear"

Sell Your Tobacco In Greenville With FORBES & MORTON

Sales light today, all houses finishing by dinner hour. Common lugs and tips are showing no change in price but better grades were decidedly stronger; in fact the whole market averaged \$1.54 per hundred more than opening day and we do not think the quality any better. Though the market has been selling at a small average we have made a big effort to push every pile we've had and have kept prices well above general average. This is a time when judgment of tobacco and the courage to push it counts and we assure you that no house in Eastern Carolina will get you more for your tobacco.

FIRST SALE MONDAY, SEPTEMBER 8

FIRST SALE WEDNESDAY, SEPTEMBER 10

FIRST SALE FRIDAY, SEPTEMBER 12

Yours to Serve

FORBES & MORTON

Social and Personal

Berry Dail, Jr., left yesterday for Sarasota, Florida, where he will take up new work. During his stay in Florida he will take a trip to Cuba.

Mrs. A. W. Haskins left this morning for Wilson, where she has accepted a position with Atlantic Christian College.

Mrs. E. B. Davis, of Kinston, and Miss Aiyah Taylor, spent today in Raleigh.

Dr. and Mrs. Hugh Morgan, of Knoxville, Tenn., are the guests of Dr. and Mrs. W. I. Wooten.

Mrs. W. H. Moore, of Kinston, was here yesterday.

Mrs. A. E. Dunning and Miss Mary Alice Dunning, of Williams-ton, were here yesterday.

Misses Georgia and Mittie Smith left today for Red Springs where they will teach in the city school.

Mrs. Nora Patrick, of Grifton, was a Greenville visitor yesterday.

Misses Florence Taft, Annie Shields Vandyk and May Washington spent yesterday in Southern Pines.

Mrs. George Matthis and Miss Clara Pugh White, of Clinton, are the guests of Mrs. J. L. Fleming.

Miss Belle Tillet who has been the guest of Mrs. J. L. Horne, left Wednesday for Durham.

Charles King spent yesterday in Durham.

W. F. Tillet and little Miss Dorothy Tillet have returned to their home in Newport News, Va. They were accompanied by little Miss Julia Gaylord.

Mrs. C. C. Lackey and daughter, Miss Barbara, of Gaffney, S. C., are the guests of Mrs. E. L. Hillman.

Harrison Clowe, of Toledo, Ohio, who has been visiting his sister Miss Eleanor Barr, returned to his home today.

Mrs. Lillian Campbell of New York, is visiting her aunt, Mrs. K. W. Cobb, on Pitt street.

Misses Selma and Mildred Ayer of Williamston are visiting Misses Mary Ruth and Hazel Fleming.

Notice, Round-the-World Club. Members of the Round-the-World Club bring your reports or notebook to the Greenville Public Library any time now. Be sure to get them in by noon Wednesday, Sept. 10.

Mrs. Rawl Club Hostess. Mrs. E. E. Rawl was hostess at a delightful meeting of her bridge club yesterday afternoon. Summer flowers in a variety of colors were used for decorations.

During the game Coca Colas and cheese wafers were served. Following a number of spirited games Mrs. W. I. Wooten was awarded bridge cards for high score.

Mrs. S. E. Gates assisted Mrs. Rawl in serving a tempting ice course.

Mrs. Bryan Ill. Friends of Mrs. L. D. Bryan will regret to learn that she is confined in bed due to illness.

Returns From Vacation. Miss Lucy James, who has been spending the summer at Camp Graystone, Tuxedo, N. C., and with relatives in Greenville, Tenn., has returned home. She was met in Goldsboro last night by her parents Mr. and Mrs. J. B. James.

Did You Know——that we can positively ELIMINATE dandruff? Keep your hair in healthy condition. Call 31.

—THE VANITIE BOXE.

Return From Trip to Georgia. Rev. and Mrs. W. S. Harden who have been spending their vacation in Atlanta, the southern part of Georgia, and Charlotte, have returned to Greenville. Mr. Harden will conduct the regular services at the Presbyterian church next Sunday.

WASHINGTON BOWLING TEAMS HERE TONIGHT

There will be a bowling match at the Greenville Recreation Parlors tonight at 8 o'clock between the Washington and Greenville teams.

Garden Club Meets. Farmville, Sept. 3.—Mrs. W. C. Askew was hostess to the Garden Club on Monday afternoon. A profusion of asters, marigolds and other fall flowers made of the living room a veritable garden.

Members responded to the roll call with clippings on birds, and a Nora Perry poem "Robin in the Rain." An interesting and instructive article on "The Native Lands of Garden Flowers" was read by Mrs. D. R. Morgan; a selection, "Bluebonnets of Texas," read by Mrs. C. H. Moxingo, was followed with a talk on this subject by Mrs. W. C. Askew, who told with enthusiasm of the superb beauty of the bluebonnets, which cover the prairies like a magnificent blanket.

Mrs. Askew was so impressed with the Texas flower that she brought back several pictures, and has had plants sent to her, but has been unsuccessful in growing them, as the soil and climate are unsuited. The flower was further discussed in a newspaper article headed "Oil Man Pays Debt to Cheering Flower" and read by Mrs. J. L. Shackelford.

A program committee, composed of Mrs. J. I. Morgan, Mrs. J. W. Joyner and Mrs. J. L. Shackelford, was appointed at this time. Mrs. J. N. Gregory was a guest of the hostess.

FARMVILLE MERCHANTS HAVE "MADE IN CAROLINA" DISPLAYS

Farmville, Sept. 3.—Many of the local merchants, striving to stimulate interest in trading at home, have attractive window displays of "Made in Carolina" goods, and home grown products today. The Woman's Club sponsored the idea.

R. L. Davis and Bros., Askew & Beaman, and J. H. Harris are displaying hose, belts, overalls, lingerie, towels, damask, shirts and homespun; Smith Grocery Co., and the Home Grocery Stores have artistic displays of vegetables, fruits, canned goods, bottled drinks, nuts, eggs, honey and breadstuffs; Farmville Furniture Co., has an elaborate display of furniture, and Candler's Store is featuring a well known brand of flour.

Junior King's Daughters Meet. The Junior King's Daughters met Thursday night at 8 o'clock with Miss Verda Wilson, its president. A large crowd was present, among them two new members.

Following a devotional led by its president, the creed, prayer and history of the order were told by Miss Clara Moye and Miss Verda Wilson.

Miss Martha Scoville read several humorous readings, assisted by members of the order.

Misses Verda Wilson, Sidney Davis, and Florence Perkins were elected as delegates for the King's Daughters' convention which is to be held in Rockingham the middle of September. Ways to raise money for this were also discussed.

The hostess assisted by her sister, served a delectable ice course. —Reported

Mrs. Annie Lang. Farmville, Sept. 3.—Mrs. Annie Phillips Lang, one of the most prominent and beloved citizens of Farmville, who has been in ill health for several months, suffered a heart attack on Tuesday and is considered to be in a critical condition. She was carried to a Rocky Mount hospital for treatment Wednesday.

AYDEN THEATRE TO INSTALL TALKING PICTURES

The Princess Theatre at Ayden will open next Monday with all talking pictures after having been closed part time for several months. Western Electric Sound equipment is being installed and the theatre has been remodeled, making it one of the most attractive small town theatres in Eastern Carolina. Perfect sound and entertaining pictures will transform this silent house into one of the most pleasing show places of this section.

New pictures from the leading producers will be shown at popular prices. Shows at 7:15 and 9:00 o'clock with matinee Saturday at 2:30.

Sells Floto Circus to Show At Wilson Next Monday

Sells Floto Circus, considered by many the greatest show in America, will present the world's greatest western cowboy, Tom Mix, and his equally famous horse Tony, on Monday, September 8, at Wilson. Both these famous movie stars will appear at every performance of Sells Floto Circus, this season and will be supported by the greatest collection of circus acts ever assembled under a "big top."

Over one hundred feature acts will be in the big program. Tom Mix and Tony will bring before the public all the famous cowboys and cowgirls that were with them on the screen, featuring the most thrilling of cowboy stunts, with the great Mix heading the list.

In the three rings and two stages will be found a complete new program of circus stars, headed by Cervantes, Spanish acrobat John and Gertrude Shubert, aerial gymnasts; Mabel Pelkey, the silver girl of the silver whirl; the Schwartz sisters, European equestrians; Koban, the Jap who walks upstairs on his head; Terrells thirty-six Liberty horses; the Three Thrillers, a flying act with no competition in their daring and sensational stunts; the brilliant Ward family of aerial stars; five herds of elephants, and a big fifty den menagerie of rare beasts of the jungle.

Over eleven hundred people are with Sells Floto this season. The new tent will seat over ten thousand people and two shows will be given daily at 2 and 8. The doors will be open an hour earlier to allow patrons to enjoy the wonders of the menagerie.

You, who have enjoyed Tom Mix and Tony on the screen, can now see this fine American cowboy in real life and watch him and his group of cowboys in the flesh. Tom is said to receive the largest salary

ever paid a circus star and the tremendous crowds which see him daily, bear proof of his remarkable popularity amongst old and young alike.

Plan to Worship At New Church On Next Sunday

The congregation of St. Paul's Episcopal church will worship in the Educational department of their new church on Fourth street next Sunday. Although the four-story building has been completed, services will not be held in the main auditorium until Bishop Darst comes here sometime in the near future to conduct the first service.

The building cost the congregation in the neighborhood of \$20,000 but would pass easily for a more expensive structure. In fact, a minister from another city recently viewed the building and estimated the cost at \$50,000.

The structure is situated in one of the most commanding sites in Greenville and is one of the most attractive buildings in this part of the state. The congregation is delighted with the rapid progress in construction work, and has extended a cordial welcome to members of other congregations of the city to worship with them. Rev. W. A. Lillycrop is rector of the church.

Announcing—

REDUCTION IN PRICE OF GORDON HOSIERY

Regular \$1.95 No. 600 Service Weight Stocking, now \$1.65

Regular \$1.95 No. 550 Chiffon Stocking, now \$1.65

Regular \$1.50 No. 420 Service Weight Stocking, now \$1.35

Regular \$1.50 No. 320 Chiffon Stocking, now \$1.35

Gordon Stockings need no introduction to the people of Greenville—None better. Now is the time to select enough for your fall and winter needs. Just the thing for the college girl going away from home.

The W. A. Bowen Co.
"A Smart Place to Shop"

Gordon Stockings need no introduction to the people of Greenville—None better. Now is the time to select enough for your fall and winter needs. Just the thing for the college girl going away from home.

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Gordon Stockings need no introduction to the people of Greenville—None better. Now is the time to select enough for your fall and winter needs. Just the thing for the college girl going away from home.

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THE WAY TO CUT

at acreage is always the
when the price of to-
bacco is low and it must be
realized that only in this
can we hope for fairer
prices, but too often it is the
case that when there is a
movement, in reality
back home and decide to
lease their acreage in the
belief that the reduction on
other farms will make it
possible for those who in-
crease to mop up on their
acres. Writing in yester-
day's News and Observer
Lassiter has set forth
at we believe to be the
most sensible and workable
plan toward the reduction of
tobacco acreage in the inter-
val of higher prices, and we
reproduce his article below
in its entirety in the hope
that every farmer, every
trader, every time mer-
chant and every other busi-
ness man will read it and
consider carefully the adop-
tion of such a plan:

Each year, raising the cry of
"production," the tobacco com-
panies have tightened their vise of
prices about the neck of the
tobacco grower, the time mer-
chant, the banker and the bank-
er, furnishing him and the bank-
er loans money to them both.
Each year grasping for breath
in a financial desert, growers,
traders and banker gird up their
loans to go staggering onward
toward that eternal mirage: "Next
year's prices will be better." The
fact is that the tobacco farmer
has been reduced to a state of vir-
tual pennance, the tobacco bank-
er gradually losing his independence
and the bank becomes more and more
the direct control of the Cap-
italistic Manufacturing North and
the tobacco time merchant taking
him practically every other
cent of business enterprise, is tot-
tering upon the brink of financial
ruin. All agree that something
must be done—and quickly.

The Light That Failed.
In 1920, borne out of the throes
of such a precipitate drop in to-
bacco prices as the world has never
known, co-operative tobacco market-
associations were formed. Ap-
parently impregnable in theory at
first, the co-operative market-
system as applied to tobacco
is one basic weakness which, even
though no other factor had con-
tributed to its demise, would have
led it to death. This weakness is:
There is no escape from the in-
ferable rule that supply governs
demand. Not even the newly for-
mulated Federal Farm Board with its
\$50,000,000 of government funds
find it can store and handle the
tobacco that would be produced
should the organization even par-
tially succeed for a time in the
purpose of boosting the price to the
point where the tobacco farmer can
share a dividend in proportion to
the pounds he has for sale.

The Remedy.
When one builds a house he does
not start with the roof. The founda-
tion must be strong or the entire
structure is doomed to collapse. The
foundation of equitable tobacco
prices and the return of real and
lasting prosperity to the tobacco
producing area is control of sup-
ply. Theories of marketing plans
may blossom on every hand but
they are foredoomed to wither un-
less rooted in control of supply.
This is the one rule from which
there is no exception.

The tobacco farmer, tobacco time
merchant and tobacco banker of
North Carolina, South Carolina,
Georgia and the bright belt of Vir-
ginia hold their salvation within
the hollow of their hand.
Craving today under the lash of
low prices in the hands of the man-

ufacturers, they have but to apply
the tried and never-found-wanting
rule of control of supply to take
the lash into their own hands and
make the tobacco companies pay a
just price for their product. The
tobacco companies themselves have
made this possible.

Through years of careful study,
experimentation, advertising and
the expenditure of millions of dol-
lars they have educated the taste
of the cigarette-smoking millions to
demand certain blends of tobacco
in their cigarettes. In making of
these blends types of tobacco from
different sections of the world are
employed, the proportion of each
type as carefully balanced as are
the ingredients that go into the
making of a doctor's prescription.

Change the proportion of one
single type of tobacco in your Ches-
terfield, your Old Gold, your Lucky
Strike, your Camel or your what-
ever-brand-you-smoke and the cig-
arette, that delights your palate to-
day, not only loses its charm but
becomes actually distasteful.

The tobacco companies, no matter
how much they might desire to do
so, cannot change these blends. To
attempt to do so would mean finan-
cial disaster for the manufacturer.
These blends are as fixed as the
law of the Medes and Persians.
There is no appeal from the court
of public taste.

The basic tobacco for every popu-
lar cigarette upon the market today
is grown by the tobacco growers of
North Carolina, South Carolina,
Georgia and the bright belt of Vir-
ginia. The soil, the sun, the rain
and the temperature of these States
are blended in this tobacco. There
is no other area in the world that
can produce it. The tobacco com-
panies have repeatedly made at-
tempts to find areas that will grow
this type of tobacco produced in
North Carolina, South Carolina,
Georgia and the bright belts of Vir-
ginia and without success.

They have found that there is and
there can be no substitute. The
tobacco companies, in order to pro-
tect themselves, must have tobacco
that is produced in these four
States. Governing, then, the source
the tobacco farmers, tobacco bank-
ers and time merchants of North
Carolina, South Carolina, Georgia
and the bright belt of Virginia have
only to control the supply and their
financial independence and the
prosperity of the entire tobacco
growing area is assured.

With the tobacco prices in Georgia
and South Carolina below the
cost of production today and with
every reason to believe that a like
fate awaits the crop of North Car-
olina and Virginia when the market
opens in September these are
tragic times for the grower, the
banker and the merchant and de-
mand drastic action.

The remedy, as outlined above,
however, is simple:
Cut the tobacco acreage sufficient
to maintain control of supply. The
first reaction to this plan is that
it is impossible; that where one
farmer cuts his acreage another
will increase him; that the farm-
ers will not stick together and,
therefore, cannot present an united
front to the tobacco companies.

All of which might be true were
it not for the fact that through
years of starvation prices the great
majority of tobacco farmers have
been reduced to such a financial
state that each year's crop is
financed on promise to pay from
the proceeds of that crop. It is a
conservative estimate that 90 per
cent of the tobacco produced in
North Carolina, South Carolina,
Georgia and the bright belt of Vir-
ginia is grown on credit. This
credit is furnished by the bank-
er who loans money for the planting
and housing of the crop and the
time merchant who furnishes ma-
terials and supplies.

These three—the tobacco grower
—the tobacco banker and the to-
bacco time merchant—form the
bedrock of the financial structure
of the tobacco growing area. Or-
ganizing into one group with each
working in unison with the other
towards an intelligent control of
supply and the return of prosperity
is assured.

How is this control to be govern-
ed and maintained?
The one weakness in any plan
for control of production is that
there are always certain individuals
who, with consideration only for
their own selfish ends, will refuse
to co-operate with their intelligent
brothers, causing the entire struc-
ture to collapse.

It is my belief that, in view of
the present conditions in the to-
bacco growing areas, the great ma-
jority of the farmers, realizing that
control of supply is their only sal-
vation, will stand ready and an-

xious to co-operate in a sound and
concerted reduction in their to-
bacco acreage. In those instances,
however, where the grower fails to
show this spirit of co-operation it
is my belief that pressure can be
brought to bear by banker and time
merchant that will make it to his
interest to co-operate.

Organize banker, merchant and
farmer; for the sake of their own
salvation they cannot but realize
that intelligent control of supply is
their one and only sure bulwark
against disaster.

Organize the banker to the extent
that he will finance only those
farmers who agree to and actually
do curtail their acreage to such an
extent as to assure control of sup-
ply.

Organize the time merchant to
the extent that he will furnish sup-
plies only to those farmers who
agree to and actually do curtail
their acreage to such an extent as
to assure control of supply.

Organize the tobacco farmer to
such an extent that he will agree
to and actually does curtail his
acreage to such an extent as to as-
sure control of supply.

The plan for perfecting this or-
ganization has been given careful
thought and study and can be ex-
ecuted at a very small operating ex-
pense.

The Federal farm board was or-
ganized for the purpose of advanc-
ing credit to the farmer. The time
is here when the farmer does not
need credit but a fair price for his
product. The only way this can
be obtained is through intelligent
control of supply.

ABOUT TOWN

Check flashers are still busy in
this part of the state despite the
fact that the Merchants Association
are doing everything possible to keep
the merchants from being fleeced.
With so much crookedness re-
ported from different parts of the
country at this time it looks like
the merchants by this time should
have learned of the importance of
being on his guard at all times. If
he comes in contact with a person
who is not known to him he should
observe every precaution possible
and not subject himself to the dan-
ger of loss.

Numbers of check flashers and
others whose object is to fleece the
public in every way possible are
roving from one community to an-
other, and if the merchants do not
protect themselves they cannot ex-
pect somebody else to do it for them.

The business men would do well
to read the reports sent out by the
Greenville Merchants Association
from time to time and in that way
fully inform themselves concern-
ing the operations of crooks here

Cook Electrically

DO YOU KNOW
That the electric range is sootless, that it will not blacken your
walls or bottom of utensils?

DO YOU KNOW
That the electric oven is so well insulated that food will stay
hot in it for hours after the current has been turned off?

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—the tobacco banker and the to-
bacco time merchant—form the
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Pitt Community Hospital, Inc.

Greenville, N. C.

A GENERAL HOSPITAL FOR THE CARE OF
NON-CONTAGIOUS DISEASES

DR. JOHN L. WINSTEAD, Chief Surgeon

DR. W. I. WOOTEN, Assistant Surgeon and Hospital Supervisor.

MISS B. JAMES SMITH, R. N., Directress of Nurses

MISS JETTER LONG, R. N., Assistant Directress of Nurses

MISS CLARA SMALL, R. N., Night Supervisor

The Hospital is open to all reputable physicians of the county for
treating their medical and obstetrical cases. Aside from
consultations, the members of the resident staff
devote all their time to the hospital.

and in nearby communities.

Completion of construction work
on the Sheppard Memorial Library
will be received with interest by
people here, and everybody is look-
ing forward to the time when the
building will be formally dedicated
and thrown open for use.

The structure is the finest of its
kind in this part of the country,
and should be a source of pride to
everybody realizing the value of a
library to the community. The
building is large enough to take
care of the growth of the city for
many years to come. In addition
to library space, it has certain
community building features which
will make it stand out more promi-
nently than ever in the social life
of the city. There are rooms for
the children and adults where en-
tertainments and business meetings
may be held, and these features in
themselves will make the structure
of far greater value to the com-
munity in general.

The building is the gift of Mr.
Harper D. Sheppard, of Hanover,
Penn., as a memorial to his father,
a native and one time official of
Pitt county. Mr. Sheppard not
only furnished the \$50,000 for erect-
ing the handsome structure, but
gave an additional \$10,000 for fur-
nishings.

The city is proud of the gift and
the liberality of Mr. Sheppard will
not only be a memorial to his father,
but will also cause Greenville
people to regard him as a
benefactor whose generosity has
made possible the fulfillment of one
of their greatest ambitions.

The use of products grown or

procured at home is the object of
a campaign started by the North
Carolina Conservation Department
and strongly advocated by the East-
ern Carolina Chamber of Com-
merce.

To encourage the movement, the
trade body will give a dinner in
this city during the month at which
time only things produced in North
Carolina will be in evidence. The
guests will be required to wear
clothing made in Carolina, and the
foods to be served will also come
from different parts of the state.

This is a very worthy movement
and it is hoped the people of all
communities will give it the con-
sideration it deserves and strive to
use more of the things they raise
themselves. This will not only take
care of the surplus but will keep
much of the money home which
has been going into other sections
of the country. The practice should
result in the saving of thousands
of dollars each year.

Greenville merchants are doing
everything possible to live up to
their reputation as the principal
shopping center of Eastern Caro-
lina and their stocks are complete
all seasons of the year.

This season will witness the dis-
play of more values than any other
season in years. Shelves and coun-
ters are literally running over with
values at this time and people who
live for a radius of many miles
would do well to come here and do
their shopping.

The latest creations from the
world's greatest style centers may
be seen on all sides, and the most
discriminating shopper should be
able to find something to suit him
at any of the stores. It matters
not where you have been shopping
in the past, make it a point to
come to Greenville this year and
take advantage of the splendid
values.

The public is urged to do every-

thing possible to aid city officials
in the regulation of traffic in the
main business district during the
busy season. Certain regulations
have been provided, but they can-
not be made effective without the
support of the public.

It matters not how busy you may
get, Mr. Citizen, always keep in
mind the need of your aid in solv-
ing traffic problems and do every-
thing you can to abide by the vari-
ous ordinances in this connection.
Good traffic regulations are ab-
solutely essential to the success of

any city, and as Greenville is the
principal shopping center of this
part of the state it is nothing but
proper that we should strive to
have the best regulated traffic at
all times.

Rockingham —(AP)—Yeggmen
entered the postoffice at Ellerbe
hardware store at Biscoe and two
cafes at Candor, taking \$100 in
cash and \$400 in stamps from the
postoffice and \$1,000 in loot from
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Friday, September 5, 1930

CARDINALS BIG THREAT TO BRUINS

By HUGH S. FULLERTON, JR.
(Associated Press Sports Writer)
Except for the difficulties which the schedule has in store for them, the St. Louis Cardinals might well be considered the most serious threat to the supremacy of the Chicago Cubs in the National League instead of New York's Giants.

The Cards and the Giants now are tied for second place and the recent record of the St. Louis club is far more impressive, but the Cards are faced with a long tour of the east while the Giants will have the advantage of playing at home most of the time.

The Cards gained their deadlock for second place yesterday by trouncing the Cincinnati Reds, 13 to 2, for their fourth straight victory and their 13th in 15 games. The Giants at the same time took a 7 to 1 beating from the Boston Braves and lost a full game in the case for the pennant.

Since August 1, the Cubs have made an upward rush that has brought them 26 victories in 35 games.

The Cards looked quite impressive in the slaughter of the Reds yesterday. They showed Larry Dorton and Silas Johnson for 13 hits and broke up a tight game by putting over an eight runs rally in the sixth inning. Sylvester Johnson allowed the Reds only eight hits. The Giants, on the other hand, gave a rather weak exhibition against old Tom Zachary. They made only nine hits and failed to get any effective bunches of blows.

Chicago's Cubs had another tough struggle with Pittsburgh but came out victorious in the tenth inning, 10 to 7, when Gabby Hartnett clouted his second home run of the game and his 31st of the season with two on base.

The American league leaders also had a go overtime to gain a victory. It took the Philadelphia Athletics 15 frames to down the lead in the extra inn'gs only to have home runs save the A's. Reeves hit a homer in the 8th to down the Boston Red Sox by an 8 to 7 count. The Sox twice took the lead in the extra innings only to have home runs save the A's. Reeves hit a homer in the tenth and Bing Miller equalled it. Boston pulled twice in the 14th only to have Al Simmons tie the count again with his 33rd homer. Bob Grove, pitched nine full frames as relief hurler after purling six frames the previous day, scored the winning run on Simmons' single in the 15th.

Washington Senators kept pace with the champions by winning a tight game from the New York Yankees, 3 to 2. It was their 16th triumph over the Yanks in 20 games this season. Irving Hadley and Henry Johnson had a great duel with the winners getting seven hits and the losers six.

Cleveland retained its lead, mathematical chance of tying the Athletics by downing the Chicago White Sox, 3 to 2, as Willis Hudlin pitched a three hit game. A homer by

Bob Seeds in the fourth provided the winning run. The Detroit Tigers did some effective hitting to defeat St. Louis, 3 to 4, in the fourth American League game.

Macon Peaches Strengthen Hold On Sally League

Charlotte, Sept. 5.—(AP)—The matter of clinching the Sally League's final half race was still before Macon's Peaches today, but the Georgians were not in the least worried over the affair.

Clashing with Columbia's Comers in the opener of the final series of the season, the Maconists were slammed into submission by the outfit of 9 to 69 Greenville trimmed Asheville while the leaders were losing to gain a full game, but the Peaches still hold a three game lead with only a trio of battles remaining.

The best the Spinners can do is catch a tie, even if they capture their final three tussles while the Peaches are losing theirs.

Columbia battled four Macon hurriers for victory. Paterson started with Newsome, Mettling and Galivan following. Coleraine went the full distance for the comers, and hurled steady ball at the way.

George Rhinehart was the hero of Greenville's victory over Asheville. Stepping to the plate in the fifth inning with two runners on the paths he delivered for the circuit to win the game.

The four-bagger enabled Hubby Harmon to register his 25th victory of the season. Ormand was on the mound for Asheville when the blow came.

Augusta continued its winning ways by toppling over Charlotte's Hornets 3 to 2. Bobby MacFadden lifted Earl Brown in a lively mound duel, but was injured by a batted ball hit by Holland in the eighth, and surrendered the hill to Flinn. Flinn was relieved by Cebrian when Hoblitzell went in as a pinch batsman in the ninth.

Yesterday's Results

PIEDMONT LEAGUE
Winston-Salem 6; Raleigh 1.
Greensboro 23; Henderson 13.
Durham 11; High Point 6.

NATIONAL LEAGUE
Boston 7; New York 1.
Chicago 10; Pittsburgh 7.
St. Louis 13; Cincinnati 2.
Others not scheduled.

AMERICAN LEAGUE
Washington 3; New York 2.
Philadelphia 8; Boston 7.
Cleveland 3; Chicago 2.
Detroit 3; St. Louis 4.

SOUTH ATLANTIC LEAGUE
Augusta 3; Charlotte 2.
Columbia 9; Macon 6.
Asheville 3; Greenville 2.

Fights Last Night

New York—Gorilla Jones, Akron, O., and Harry Smith, New York, declared "no contest" (9).

Columbus—Freddie Miller, Cincinnati, outpointed Babe Ruth, Louisville, (10).
Scranton, Pa.—Pete Suskey, Pa., outpointed Jimmy Goodrich, Buffalo, (10).

SOUTH SEES MANY CHANGES ON GRIDIRON

By DILLON GRAHAM

(Associated Press Sports Writer).
Atlanta, Sept. 5.—(AP)—January's cry for new coaches at South Carolina colleges where the past gridiron season was unsuccessful has found its echo in the start of the 1930 campaign with six football mentors making their Dixie debut. Probably no section of the country has seen such wholesale change of head masters as the South where one-fourth of the Southern Conference and several southern intercollegiate athletic associations from play under new men and strange systems.

New regimes are found at Auburn, Mississippi A & M, North Carolina State, Virginia Polytechnic Institute, and Sewanee in the conference and the Citadel, Louisiana Polytechnic Institute, Western Kentucky, Miami and Southern among others in the association.

Chet Wynne, who coached at Midland and Creighton Colleges after his playing days at Notre Dame, has assembled a complete staff of all-American gridirers to assist him in boosting the Auburn Tiger out of the conference depths. Wynne succeeds George Boehler, who resigned last October. Roger Kiley, former coach at Loyola of Chicago, and Jack Cannon, both Notre Dame players, will aid him.

C. R. Nobles, assistant under John Hancock, has taken his post at Mississippi A & M College, with Christian Keener Gagle, the former Army flash, and Russell Oran, Illinois' great guard, as his lieutenants.

The Warner system makes its state at Mississippi University with Edward L. Walker, former coach at Columbia University, in charge. Chuck Smalling, one of the Stanford backs last season, will help him.

Sewanee hopes to reach the top again under Harvey Harmon, former Harvard coach and Paul Schull, captain of the 1928 Pennsylvania squad. W. H. Kirkpatrick resigned at Sewanee last year.

A westerner, John van Liew of Cincinnati, will direct North Carolina State where Gus Tebell left to become assistant football and head basketball coach at Virginia. Orville Neal, who learned his football and coached at Western Maryland, takes over Andy Gustafson's job at V. P. I. Gustafson became coach at his alma mater, the University of Pittsburgh.

In the S. I. A. A. Boehler of Auburn goes to Louisiana Polytechnic Institute, and his aide at the Alabama school, John Floyd, is now head coach at the Citadel. After four years at Transylvania, James A. Elam transferred to Western Kentucky. Ernest Brett takes charge at Miami and Vernon Kimbrough assumes control at Southern.

Two major changes already have been announced for 1931. Wallace Wade, whose Alabama teams have gained nation-wide note, goes to Duke, while Frank Thomas, now backfield mentor at Georgia, takes charge at Alabama.

SPORTS SLANTS

If England's Betty Cartstain can carry her 100 lb. face off the Detroit river as effectively as British Betty Nuthall bounds over the tennis court—America will lose another sports prize to John Bull's capable young daughter.

So far this year it has taken the feminine side of the English family to do much by way of international athletic conquest. Diana Fitzhick halted the march of Collett to the British women's golf championship. The English woman Cup tea mixer triumphed over America in spite of the presence of Helen Wills Moody in the visiting cast.

Betty Nuthall is the first to take the American women's tennis title overseas and Betty Cartstain in the "Piedmont Estelle IV" hopes to wrest the Harnsworth Trophy from gray haired Gar Wood, dean of champions of American drivers.

Miss Cartstain, in her Canadian trials, drove Estelle IV at speeds approaching 95 miles per hour and its companion beat Estelle V. has been driven just as fast by A. M. Hawker.

Wood has the American VIII, last year's winner, as well as his new and hastily built America IX tuned up for the defense of the speed trophy on August 30, September 1 and 2.

The Waco outfielder in the Texas league, Gene Rye, who clouted three home runs in one wild inning against Beaumont recently had a rival in action the same day—August 11. Cliff Marker, former Washington State athlete, collected five homers in as many bill between Tacoma and Hoquiam successive times at bat in double in the Timber league. Marker hit four in a row in the first game and another on his first time at bat in the second contest.

Baseball history, however, reveals three facts as nothing to brag about. Ernest Lanigan's Baseball Encyclopedia shows the box and exarknera in the Texas league and a game between Corsicana July 14, 1902, when Nig Clark, later a star major league catcher with Cleveland, hit eight straight home runs for Corsicana. The Corsicans all told registered 53 hits and won the game by 51 to 3.

If eight baseball continues to prove the success it has been so far in the Pacific Coast league—Joe Patrick, president of the Los Angeles club, may lead a movement for passing some of the profits on to the athletics who toil in evering instead of matinee performances. Patrick believes salaries should be increased in proportion to the dividends so long as there is no sign of red ink in the account books.

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Standing of Clubs

Club	W.	L.	Pct.
Pittsburgh	76	62	.551
Durham	71	65	.522
Winston-Salem	69	69	.500
Greensboro	68	69	.498
Raleigh	65	72	.474
High Point	62	74	.453

Club	W.	L.	Pct.
Philadelphia	91	45	.669
Washington	83	50	.624
New York	75	57	.568
Detroit	69	70	.493
St. Louis	53	82	.389
Chicago	61	81	.380
Peter	44	87	.336

Club	W.	L.	Pct.
Chicago	79	54	.594
St. Louis	74	58	.561
New York	74	58	.561

Brooklyn	73	60	.549
Pittsburgh	69	64	.519
Boston	62	72	.463
Cincinnati	65	75	.432

Club	W.	L.	Pct.
Macon	43	25	.632
Greenville	40	28	.588
Asheville	36	30	.545
Augusta	36	30	.545
Charlotte	29	39	.426
Columbia	18	50	.265

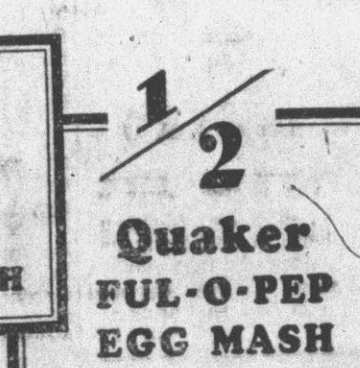
Where They Play

Club	W.	L.	Pct.
Durham at Raleigh			
Greensboro at High Point			
Winston-Salem at Henderson			

HERE'S EXACTLY THE FEED

for Lazy Molting Hens

To bring hens quickly through the molt, and to put them back on their job with lots of vim and vigor, use this famous "Fifty-Fifty" plan. It's easy—just feed a mixture of



These two feeds give just what the hen needs to build new feathers, new blood, and they tone up her system so that she soon is active and eager to lay. Both scientific rations, designed to do a special job, in combination they make an unequalled ration for bringing hens through the non-productive period in the shortest possible time. We have these good feeds waiting for you.

For Sale By
C. M. WARREN
Greenville, N. C.

BUY QUAKER FEEDS IN STRIPED SACKS

MARKET SECURITIES

May go up or down in value, but for 29 years the people of Pitt county have found that in The Greenville Banking & Trust Company, where stockholders now have invested capital of \$250,000, savings and other funds are SAFE — always worth one hundred cents on the dollar.

The interest on savings is COMPAUNDED QUARTERLY.

Greenville Banking & Trust Co.

"Oldest and Largest Bank in Pitt County"

Cleveland at Chicago.
Washington at New York
Boston at Philadelphia.

NATIONAL LEAGUE
New York at Boston.
Chicago at Pittsburgh.
Cincinnati at St. Louis.

666

Relieves a Headache or Neuralgia in 30 minutes, checks a Cold the first day, and checks Malaria in three days.

666 also in Tablets

See Our Presentations
of the NEWEST VERSIONS

In

New Fall Fashions

.. DRESSES ..

\$6.95 to \$29.95

.. COATS ..

\$16.95 to \$79.50

Our Dry Goods Department Offers

— The Newest In —

Fall Dress Fabrics



Two Million of America's Best Dressed Women Can't Be Wrong!

When such a great army of fashionables have constantly refused substitutes and continuously insisted on

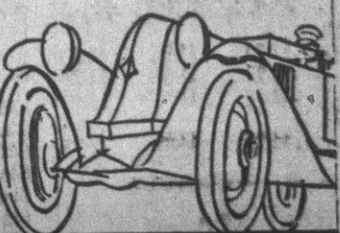
Humming Bird
Full Fashioned Hosiery

there must be good reason for such sustained popularity!

2,000,000 women are already wise. Others are learning that the very best costs no more. For instance:

ALL SILK CHIFFONS
OR SERVICE WEIGHT
IN NEW FALL COLOR TONES
BY MME. JULIE BOLEGAARD
(Humming Bird's Paris Stylist)

\$1.35 \$1.50



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EVANS
STREET
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Formerly
Greenville
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SELL YOUR TOBACCO IN GREENVILLE WITH

McGOWAN & CANNON

SALES NEXT WEEK

Monday, September 8, Second Sale
Tuesday, September 9, First Sale
Wednesday, September 10, Second Sale
Thursday, September 11, First Sale
Friday, September 12, Second Sale

The market opened Tuesday, the 2nd. Prices were very unsatisfactory to the farmers. The Greenville market averaged \$7.53. McGowan & Cannon had 92,850. Our average was \$8.12. Our average was 59 cents above the market average. This was more than the commission we charged the farmers. Prices have been much better since the opening. We sold today several piles for 20 to twenty-five cents per hundred. Keep your tobacco in a dry state and handle it carefully. We mean your good tobaccos, and when you market them you will be satisfied, for we are looking for good tobacco to sell as good as it did last year. A few companies were stronger today on some grades than they have been yet. Bring us your next load and we will please you. If you are not selling with us, come around and watch our sales and we will convince you that we sell it higher.

Your Friends,

McGOWAN & CANNON

C. H. McGOWAN & BIGGS T. CANNON, Owners and Proprietors

