

MAJOR OBJECTIVES OF SOUTHEASTERN COUNCIL

Hugh McCrae Before the North Carolina Press Association, Linville, N. C., July 15, 1932

Mr. President, Ladies and Gentlemen of the North Carolina Press Association:

It is a challenge, an inspiration, and an honor to be invited to speak to you. Realizing that your life's work is that of finding and disseminating truth through careful analysis, I shall avoid elaborate statements.

You mold public opinion and you realize in this crisis, the seriousness of the responsibility. You have now the opportunity to perform the major part of saving the civilization of a country we love. The situation must be met with courage, wisdom, a high degree of human sympathy, and the spirit of the Crusaders.

As a result of startling facts revealed at a Conference in Atlanta in 1930 relative to the great number of farms being taken away from their owners, because of indebtedness to banks, mortgage and insurance companies, a small group from several states met in Atlanta to discuss the advisability of organizing a movement for the purpose of helping economic conditions in the Southeastern State. It was unanimously decided that conditions warranted such organization. A meeting of another group held at Asheville planned a similar action. These two movements were merged at a south-wide economic conference held in Savannah in October 1931. At this meeting the purpose and principles of the Southeastern Council were outlined and adopted. Eight states were represented. It was decided that the council should function through a committee of Five Hundred to be selected from recognized leaders, men and women, throughout the Southeastern States. Membership of special committees were to be designated by each state from these leaders. It was recognized that the women of the South would take an important part in a successful movement.

It was agreed that fact finding would be fundamental. This work was to be initiated through the universities and colleges. Thought and discussion was to represent a cross section of all economic interests, rather than following the custom of confining deliberations to separate strata. The support of the press was to be counted on

in carrying the message to the people, the editors to become points of inspiration. The women of the south could be counted on to give protection to the things that are dear to them. The financing, it is expected, will be provided by those economic interests deriving their revenues from the Southern people.

It is recognized that complete success means no less than the mobilization of an army of eighteen million people. It means an orderly but a complete revolution—the running of a turning plow through our entire economic structure, substituting human we fare for greed and stupidity—good crops for noxious weeds; a revolution wholly different from those famous in history, but more permanent and more far reaching in results.

Henry W. Grady's vision, expressed by him more than fifty years ago, quoted by writers and orators thousands of times, that nothing more beautiful or practical can be realized, has through lack of constructive action been allowed to remain only a dream. Conditions are worse today than when Grady's eloquence thrilled the Southern people. To protect and develop their every economic interest, to the extent that it can be done with mutual benefit—that is the key note, the pass word, of the Revolution.

Vital Points.
The South suffers from a devastating advance balance of trade, a stupendous deficit of more than one thousand million dollars each year. An open frontier, and looked upon as a country to be exploited—inviting exploitation; quite unaware of the fact that a dollar kept at home is worth twenty dollars. We have come to the edge of the precipice. A civilization cannot be built on poverty. Individuals, communities, counties, cities, and states must balance their budgets.

The "No Man's Land" which has existed between industry and agriculture must be removed. We have one big, intricate, economic machine. To work its vital parts—industry and agriculture—separately means disaster, a continuation or a repetition of the present one.

We have become accustomed to the

idea that the farmer must live at home. He will, and those not already in the casualty list will come through. But the urban dweller must learn that his future depends on his buying at home—buying southern products. Until our budgets are balanced, we cannot continue to send money to build other sections of the country, and for the purchase of commodities which we can and should raise more cheaply than they do.

We must develop mass action as a protection against mass protection and super-salesmanship, as against greedy exploitation. The farmer represents the red blood corpuscles of commerce. When these red corpuscles die, as in the case of pernicious anemia, the economic body is sick to an extent that many easily prove fatal. We must substitute human engineering for greed and stupidity. Our present system is developing a few, very few, plutocrats, and many, very many proletarians. The middle class of people are disappearing, analogous case is that of a ship. A ship has two centers, a center of gravity and a metacenter. When the metacenter rises above the center of gravity the ship turns over. When the proletarians outnumber the middle class a nation turns over. Under these conditions, we have the beginning of the end of Democracy, and it might be centuries before man would dare to dream as did Washington and Jefferson.

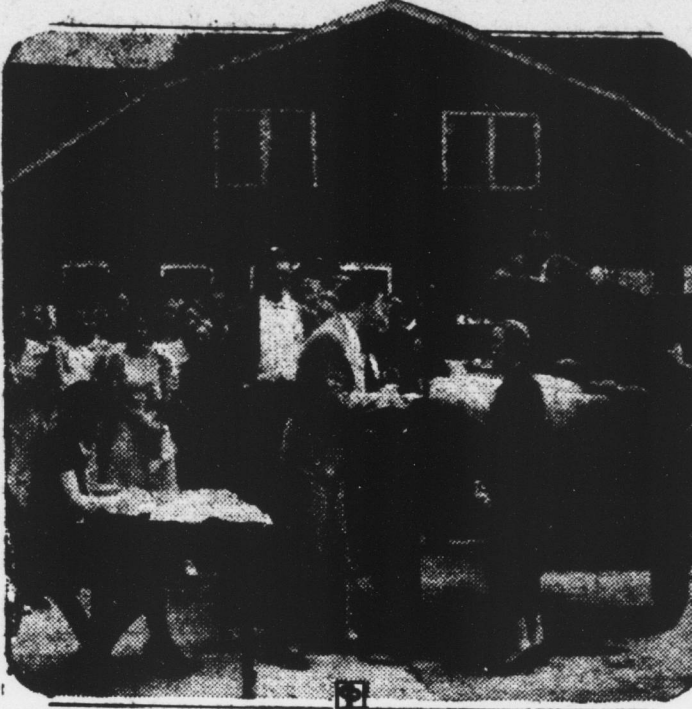
There are some bright spots. Through recent congressional legislation, palliatives have been applied at the top, and have probably prevented unthinkable disaster. These measures may hold the situation until the downward is changed to an upward trend. The farmers are partly alive, to the actual conditions. Enough is already known about improved agriculture practice to save the situation if it is applied, without too great delay. The urban population is still lumbering while disturbing dreams are becoming distressing realities.

The farm tenancy system can only perpetuate economic disaster. It has reached a point where it fails to support the tenant and does not pay the taxes for the land owner. We should have a public land policy which makes farm ownership practical to the extent that it will meet the requirements of this crisis.

Forestry, one of the south's greatest potential assets, is made impossible by our tax laws and by the lack of publicity enforced fire protection.

We are following a system which wastes the inestimable advantage of our own purchasing power. For example: The cotton mills of the south, instead of cooperating with nearby

SHEEP PAY HER WAY TO COLLEGE



Everything from potatoes to sheep is acceptable at Illinois Wesleyan university, at Bloomington, this year, in payment for tuition. Miss Ruth Keis, daughter of an Illinois farmer, residing

near Bloomington, arrives at the university with her sheep. Nate Crabtree, the college's business manager, immediately accepted the payment and enrolled her as other students looked on.

farmers to raise varieties of cotton needed, have sent to distant sections for their requirements, in many cases paying premiums which they would decline to pay at home. The result has been the needless impoverishment of their immediate sections. We have given much advice at home but our patronage has gone elsewhere. A wholesome rule would be 90 percent of their requirements in these matters, we need a mixture of brains and ethics—creative thought, combined with constructive action. It is the "follow through" that counts. The Southeastern Council stands primarily for constructive action—for the follow through.

We want a civilization where the normal citizen sings at his work, where he has some reasonable hope and assurance of a future for himself and his children. It is a reproach to all of us that we face a catastrophe and can see no permanent turning in this a land of great natural resources, and where nature has been prodigal in her blessings.

Have we made any concerted effort to change our tenant system? To develop a land policy which will rebuild rural life? To protect our forests? To buy home produced commodities? To increase the purchasing power of the farmers? To change from a cash crop one crop system? To increase our retained wealth? We have not.

In meeting this crisis, the industry or economic interest which does not humanize should be isolated, and even allowed to die. Humanity, to save the things that are precious, must dig in against this oncoming car of Juggernaut.

The south's problems are so great that they can only be solved by bringing recognized leaders together for the purpose of counsel and action. A man or woman who will not respond to this call in the present crisis is not a leader. The work of the Council must be kept free from the dominating of any special interest or group of interests—it must function for all.

The south cannot maintain its civilization under its past code and practice. The loss of this fight is unthinkable. The Southern press has the honor of holding the center. To the membership of the press from North Carolina is given the privilege of leading into action.

CIGARETTE LEAF IS HANDLED WITH CARE

Making of Good Smoke Depends on Balanced Blending of Types

Richmond, Va., Sept. 23.—Tobacco planters, the country over have a saying that "good preparation is half cultivation," which suggests a degree of care exercised in all tobacco cultivation. etails of handling, but the general procedure is the same for all domestic tobaccos.

The making of a good cigarette depends upon the careful selection and balanced blending of many kinds of tobacco, and the careful observation to which the whole process is submitted begins with the plantings of the seed.

From that moment until the tobacco comes from the cigarette-making machines, packed and ready for sale the tobacco is under the continuous scrutiny of experts.

Bright Leaf Origin.
Bright leaf tobacco, also called "yellow" tobacco, which ranges in color from light brown almost to gold, is one of the most important cigarette components. Its color is wholly natural, and is the result of care in growing and curing.

It thrives only in a special light, sandy soil, porous and underlaid by clay. This tobacco is grown in Virginia, North Carolina, South Carolina and Georgia.

Soil, similar to the soil of these sections, is found elsewhere, but not with the same combination of sand and moisture. Change any one of the three—soil, sand or amount of rainfall—and even from the same seed a different type of tobacco will grow.

Use of Burley, Too.
Burley tobacco is grown principally in the limestone and blue grass sections of Kentucky and southern Ohio, Indiana, West Virginia, and Tennessee. The leaf is larger than the "bright" leaf and ranges in color from dark cherry to bright orange. This tobacco imparts a distinctive character to a well-proportioned blend of other tobaccos for cigarette use.

Maryland tobacco, grown in south-

Smokers Trusted By Blind Dealers, Albany Man Says

Albany, N. Y., Sept. 23.—Albanyans are honest.

Three blind men, who run cigar stands in Albany's public buildings, say so. They ought to know. There is no money taken from the blind man's cup.

"After eighteen years behind cigar counters, I haven't lost a penny," said Charles B. Grover, in the State Office Building. "The Knickerbocker-Press gave me my first stand, so I could sell papers. From that time to this I have not had one customer cheat me."

"I was the first blind man to run a cigar concession in New York State."

"I never lost a dime and I don't believe I ever will," said Michael D. Napoli, who conducts the cigar stand in City Hall. "I've been in this business little over a year. I can tell by the voices of my clients they would not cheat me."

Then there is Frank Fonland, who runs the cigar stand in the Telephone Building, who agrees with his two blind colleagues, that people are trustworthy.

"I haven't had a wooden nickel since I started, and I don't expect any," he said.

MORE WORK IN CAROLINA

Charlotte, Sept. 23.—Two hundred men have gone to work at a tobacco stemmery and redrying plant at Goldsboro, and several hundred more prepared to go to work in a few days at another plant there. The operations will continue until February.

Plants also opened at Wilson, Kingston, Greenville and Rocky Mount, giving work to additional hundreds of unemployed for months.

are up five or six inches, they are transplanted to sandy fields after a weather-hardening process.

Constant Cultivation.

The fields are cultivated constantly, to prevent the growth of weeds and to conserve the sub-soil moisture. After two months, when there are ten to fifteen leaves on the plant, there are pruned and topped. Deftly, to avoid loss of sap, some of the bottom leaves are picked off by hand prim.

Then the top of the plant is also carefully pinched back topping.

BIG TEXTILE SHOW OPENS OCTOBER 17

Social Features Planned for Exposition at Greenville, S. C.

Greenville, S. C., Sept. 23.—Many social features are planned for the Southern Textile Exposition next month. On the evening of October 17, which is opening day, the Cotton Textile Institute will show the new styles in autumn cotton-dresses, demonstrated by twenty beautiful Greenville girls.

On Wednesday there will be a meeting of the textile section of the American Society of Mechanical Engineers. In the evening the Junior Charities will give a "Prosperity Ball" for the benefit of the Maternity Shelter operated in the Parker school district. This event is always looked forward to by the exhibitors and visitors.

The autumn convention of the Southern Textile Association will open Friday morning. That night a dance complimentary to the members will be given in the ballroom of the Poinsett hotel.

During the week twenty thousand officials and operatives will pass through Textile Hall. The show closes Saturday at 6 p. m.

LESPEDEZA HELPS YIELD OF COTTON

Concord, Sept. 23.—(AP)—Korean lespeveda grown and turned under for soil improvement for two years has increased the production of bolls on the cotton plants of one Cabbarus county farmer by more than 70 per cent this year.

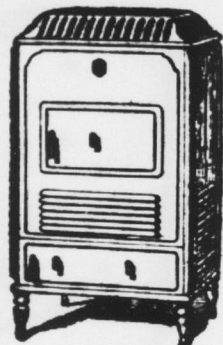
R. B. Snyder did the experiment. County Agent R. D. Goodman reports. On two similar plots of land, on one of which lespeveda was turned under and the other without the preceding crop, cotton was planted. Actual count of bolls for ten steps of row space gave 324 bolls on the lespeveda land and 190 on the land without lespeveda.

Snyder likes the results achieved with Korean lespeveda so much, Goodman said, that every acre of tillable land on his farm with the exception of a few acres of corn, is now annually planted to the crop.

Now you can buy a Genuine

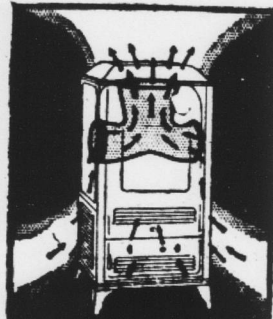
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