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The Farmville Enterprise  
IT REACHES - THE PEOPLE

# Farmville Enterprise

**Merchants! Get Wise**  
Let Us Write You an Ad.  
and we'll open your eyes  
WITH INCREASED BUSINESS

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G. A. ROUSE, Editor.

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## TWISTING THE TAIL OF THE GOLDEN RULE

The Golden rule is a good rule, but we often twist its tail to a frazzle.

It was laid down as a guiding star to the faltering and wayward footsteps of humanity. But there are many feet in this state that neglect to tread the golden pathway of life.

It has been taught us at the mother knee, preached to us from the pulpit, fed us in the schools, declaimed from the lecture platform, and advocated from a thousand other sources.

But there are focal ears that hear not and eyes that refuse to see.

The tail of the Golden rule is receiving some vigorous twists in this section.

Often we are asked by some merchant to preach the doctrine of "trade at home." We preach it, and it helps to enrich the merchant who made the request.

That is good, for we believe in patronizing local institutions—we like to see them grow—we want the money kept at home.

But when the same merchant whose money till we have helped to fill sends out of town for his job printing we cannot but pity the isolation of the poor old Golden Rule.

Some people make their money in this community, enjoy life in the community, educate their children at the expense of the community, and then buy their goods from merchants who are not in or of the community.

There are some people who want the earth for what they sell and then expect to receive some of their own purchases for less than cost. And the Golden Rule is helpless—forgotten—kicked into the discard.

A few people make a practice of parading their own virtues and sneering at the frailties of their neighbors.

Some want to hog everything in sight, though the less fortunate experience the gnawing pangs of hunger.

Occasionally we see a sanctimonious countenance in church while the mind within is devising means of skinning others out of their hard earned dollars.

Why, the poor, decrepit old rule is strangling three hundred and sixty-five days in the year.

It's coat of gold has turned to rust, and the once sparkling waters of its purity are stagnant from disuse.

Can you point to a soul in this wide world who in all things does unto others as he would have them do unto him?

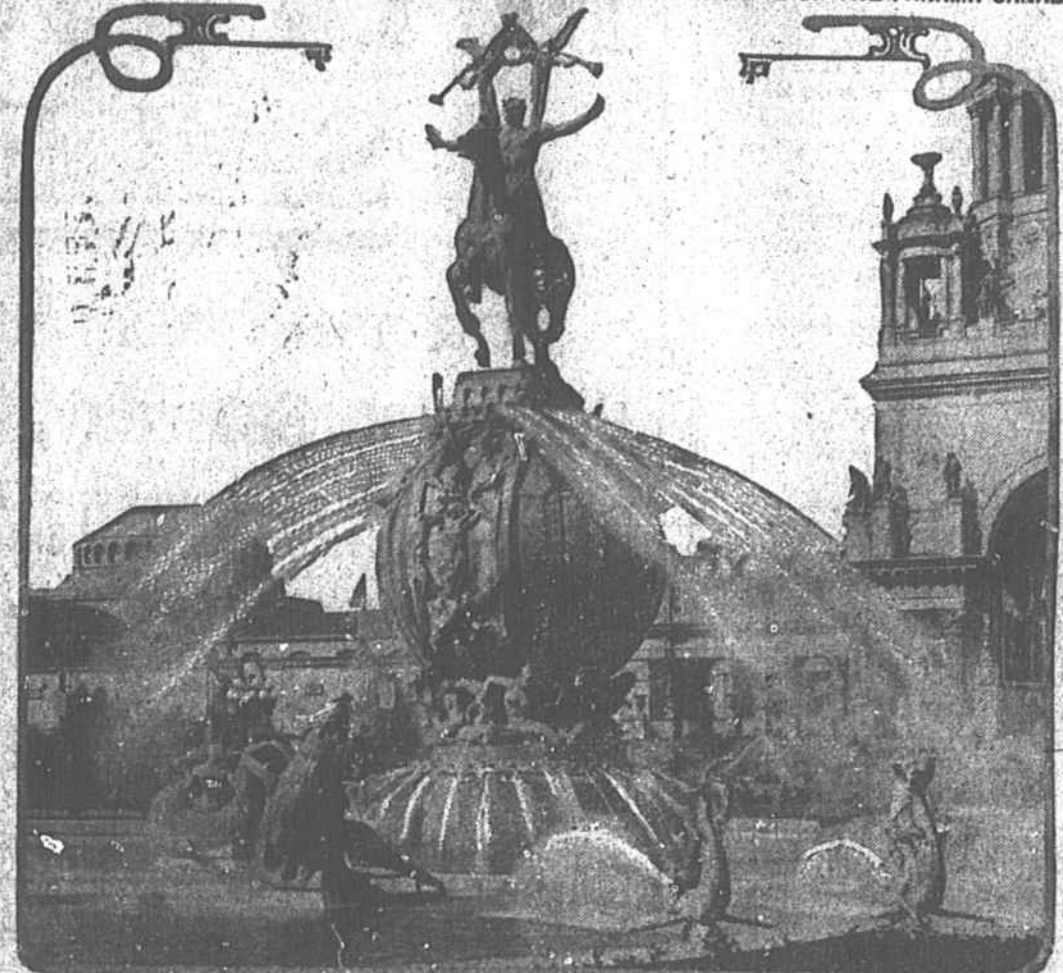
Possibly we, too, are twisting the tail of the Golden Rule when we publish this article, for we are telling others of their faults when we have many of our own—which we too often forget.

And yet we repeat, the Golden Rule is a good rule.

We may not walk deadlily in accordance with its teachings, but we may at least practice a portion of that which we preach. We may accord to others a slight degree of that which we demand for ourselves.

We may even trail along in

THE FOUNTAIN AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION THAT SYMBOLIZES THE BUILDING OF THE PANAMA CANAL



The labor that went into the building of the Panama canal is symbolized in the Fountain of Energy, by A. Stirling Calder. This heroic sculpture stands in the center lagoon of the three lagoons of the South Gardens and faces the main entrance gates. The waters were first released on opening day, February 20, coincidentally with the opening of the portals of the exhibit palace and by the same means: the electric spark transmitted across the continent when President Woodrow Wilson opened the great exposition at San Francisco by wireless.

the shadow of the Golden Rule, though our steps be faltering and our limbs over weary.

For we are but human, and no human being of today is perfect. Yes, the tail of the Golden Rule receives many twists, yet it is the tail that never knows disappointment.

### Get Out of the Old Rut.

What's the use of spending our whole lives sleeping in the same old rut when there are bigger ones all around us?

What's the use of being in a rut at all?

We want more industries in Farmville, and new industries are never found in ruts. Ruts are too small for them.

Let's crawl up out of our rut.

There is nothing in the old rut for us, but there are opportunities in every direction if we care to reach out and grasp them.

It is up to us.

We can stagnate in our rut, or we can reach out and grasp something—pull ourselves out—do something—get to the top.

But we'll never do it as long as we rattle around in the same old rut with the dry bones of our ancestors for company.

We need new industries, and there are manufacturers all over the country looking for changes in location.

But they will never erect their plants in a rut.

They are full of life, as they want a live atmosphere about them.

They want to locate in a community with advantages.

We have them.

They want to be surrounded by people of intelligence, who know how to use their brains.

We have the intelligence, and our brains are capable of accomplishing vastly more than we have ever dreamed of in the past.

This community is charged with intellectual and physical

dynamite, but it is in a rut, and needs some one to blow it out. Let's all get busy and blow.

Let's pull some of those manufacturers into Farmville on a tour of inspection, and then let's give them a fair opportunity to size up our natural advantages and our intellectual force.

We won't get them all, but we will get some of them.

Nobody ever swallows a loaf of bread at one gulp.

Many bites make up a square meal, and many efforts will bring new industries into our midst, with bigger pay rolls, and more money in circulation, and more houses to be filled and mouths to be fed.

It all contributes to the prosperity of a community.

We want prosperity here, but prosperity never goes out looking for a place to light.

We must hook it on the fly, and our hook must be well baited or the other fellow will have

the strongest pull.

Again we say, let's get out of our rut and do something.

Let's make a careful and systematic campaign for new industries, increased population and greater prosperity.

It's waiting for us, but it won't come to us.

We must go out after it.

Opportunity is everywhere, but it won't crawl into our pockets uninvited.

We must reach out for it, grasp it, haul it in with a united community pull.

How many of our citizens would like to see factories come to this town?

How many are willing to join whole heartedly in an effort to get them?

Let's stand up and be counted.

**Please Cured in 6 to 14 Days**  
Your Gravel will refund money if PAGO CURET fails to cure any case of itching, itching, itching or protruding Piles in 6 to 14 days. No first application gives back and rest.

## STOP AND TAKE NOTICE IT WILL BE A BENEFIT TO YOU

Are you thinking of buying yourself a nice watch soon? I can save you money if you will call on me before you buy.

A 7 jewel Waltham or Elgin complete in a 20 year Crown case, nickel movement 16 size is only \$7.85

A 15 jewel Waltham nickel movements in a 20 year Hunting case, size 16 \$10.50

A 12 size 20 year case 7 jewel Elgin nickel movements, only \$6.00

A 17 jewel Elgin or Waltham complete in 20 year screw back bezel case, only \$11.75

Solid gold band rings from \$1. to \$6.

Band rings for babies, only 40 and 50c.

Gold cuff buttons, from \$2. up.

Ladies solid gold neck chains, 50c. up.

Ladies set rings from \$2. up, solid gold.

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Gents cameo scarf pins from \$1.25 up

Ladies three span tango bracelets \$1.50

Men's solid gold tie clasp, only \$1.

Ladies solid gold cuff pins, only 75c.

Ladies or gents stud buttons the larger kind, only 50c.

Just come in and see what you can buy for a small amount of money. Now is your time to buy reliable jewelry from a reliable jeweler whom you have known for years.

**W. D. FIELDS, The Jeweler, Farmville, N. C.**

## A SUCCESSFUL MEETING OF MISSIONERY S.

The missionary society of the M. E. Church South, met at the home of Mrs. Christman Friday afternoon April 9th at 3:30 o'clock.

The meeting was called to order by the president. "All Hail the power of Jesus, name," was sung. The meeting was then taken charge of by Mrs. Morgan, who had charge of the literary program. After reading the 61st chapter of Isaiah, her subject—"social service" which was most ably handled, impressed upon the society their duty to follow in the foot steps of our Lord and Master. "As much as ye have done it unto one of the least of these ye have done it unto me."

We then had a most helpful leaflet by Mrs. Morgan, on the "Uplift of Humanity." Then a poem, "A house by the side of the road," by Mrs. Lovelace, also a reading by Mrs. Bynum. The literary program then closed with a little talk by Mrs. Morgan which contained many helpful thoughts, to take home with us.

The meeting was then open for business. After reports of different committees, collection of dues etc. the talent money was turned in. This was the crowning event of the meeting, the ladies had about two months ago been given 5c. a piece to use as talent money. The amount given out as a whole, amounting to 80c. The amount turned in was \$50.00. At the suggestion of the president, every one arose and sang, "Praise God from whom all blessings flow," and sung it with their whole hearts. This amount, together with a contribution from the Philathea class, will go towards placing a marble front in the M. E. church in memory of Mrs. Ada Thorne, who so many remember and love as one of the most earnest workers of the church.

This, one of the most enthusiastic meetings that has been held, was brought to a close in a most delightful manner by our most charming hostess and daughters, serving the daintiest refreshments.

"Chicago woman kidnaps her wealthy husband," is the latest journalist thriller. Skylarking in high finance.

## J. Loyd Horton

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FARMVILLE LODGE, No. 218  
K. of P.

Meets Every Tuesday Night in their Hall in Horton Bldg.

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Civil Engineer & Surveyor  
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COUNTY SURVEYOR FOR PITT.

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## Episode 6 The Million Dollar Mystery Friday Night,

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