

FIRMS OFFERING SPECIAL VALUES DURING FARMVILLE'S DOLLAR DAYS

A Directory of Farmville Firms Which Invite You To Sell, Buy and Bank in Farmville With Assurance of Their Friendly Interest

Bank of Farmville
The BANK OF FARMVILLE, always alert and willing to promote any movement designed to help this community, is behind the Dollar Day plans of the merchants here.

Chartered in 1904 this institution is one of the oldest banking houses in Eastern North Carolina and has resources of approximately a million and a half. Having expanded rapidly since its organization the officers have a right to feel a great pride in its record, to which is added a feeling of satisfaction in its splendid banking facilities. THE BANK OF FARMVILLE offers a complete, rounded service with a broad viewpoint brought to bear on individual problems.

Belk-Tyler Co.
Be sure on these eventful DOLLAR DAYS to go through every department of BELK-TYLER'S, one of the largest and most modern department stores in Eastern Carolina, in which unusual values are the rule of every day. This firm however, promises customers real eye-opener bargains for these special trading days, and you'll find the values truly remarkable.

Farmville Furniture Co.
Serving community furniture needs for more than twenty-eight years, the FARMVILLE FURNITURE CO., has established an undeniable reputation for being a community institution with a prestige that extends throughout Eastern Carolina. This store extends a special invitation to you to look over its complete stock during these DOLLAR DAYS and modernize your home with furnishings that will make it more cheerful, attractive and liveable.

Carr Grocery Co.
A superior supply of fancy fruits and vegetables and the quality lines of popular priced canned foods are always available at CARR GROCERY CO., one of the leading food stores of Farmville, where modern equipment is provided for the protection of perishable goods and select cuts of choice meats are always available.

Commercial Insurance Co.
It is one thing to get insurance, another to get the right kind of policy! That's where the COMMERCIAL INSURANCE CO., will help you... it offers you life, fire, hail, windstorm, and other protective benefits. Its competent agents, through years of intelligent study and practical experience have gained a broad knowledge of insurance. Visit this agency while in town on March 7 and 8 and talk over your insurance problems with its able representatives.

Rose's 5c-10c-25c Store
The growth of ROSE'S 5c-10c-25c STORE since its establishment here is little short of phenomenal. So rapidly did it expand that it was forced to double its floor space some months ago and increase all facilities to take care of its increasing trade. The tremendous stock with its remarkably low prices attracts hundreds of customers daily and the efficient service retains them as satisfied customers.

The Darling Dress Shop
You are probably so tired of looking at those old clothes you have been wearing all winter and left over from last Spring that you walk by mirrors as fast as you can! Come to Farmville on Dollar Days and be fitted in beautiful new spring styles at prices just as attractive at THE DARLING DRESS SHOP.

Davis Supply Co.
Keeping pace with the thrifty prices for DOLLAR DAYS the DAVIS SUPPLY CO., has gone over its complete stock and made specially selected values which you will appreciate upon your visit to this up-to-date supply store. Buy while you can at the real savings offered you by this firm.

The Turnage Co.
THE TURNAGE CO., here has taken great pleasure in serving the people of this community for years and in saving them many dollars on supplies and the other hundreds of items they carry in the three stores containing their huge stock. This firm readily agreed to link up with the DOLLAR DAY plan in the town's march of progress and began immediately to mark their merchandise at prices guaranteed to attract buyers who are looking for real savings.

City Drug Co.
CITY DRUG CO., here has carved an enviable position in the business life, achieving this position by prompt service, dispensing only the highest quality drugs, sodas, confections and the leading brands of cigars, cigarettes, tobaccos.

Williams Grocery and Market
WILLIAMS GROCERY AND MARKET as a food dealer in Farmville plays one of the most important roles in the category of business today. This firm makes possible the securing and delivery of foods from all parts of the country to feed the people of this territory. Large business transactions are made daily by this concern, which is constantly striving to provide fresh, ripe and wholesome produce for tables of their customers.

Shop of Charm
THE SHOP OF CHARM, where a full Beauty Service caters to every requirement of the women of this community. When your nails take on new beauty; when everyone admires the lustre and styling of your hair; when all notice the creamy texture of your skin and remark about your youthful figure, you'll know regular beauty care in the SHOP OF CHARM pays you back in captivating charm.

J. H. Harris
A prominent merchant entering wholeheartedly into this mutual benefit event is J. H. HARRIS whose successful record of many years in business here is your assurance that you can buy from this firm with complete confidence always, and that they are offering exceptional values at this time.

CARS AND TRUCKS
One-fourth of all trucks and one-sixth of all automobiles manufactured and sold in the United States are purchased by the American farmer, according to the latest estimate.

Washington Farm News

Because income for farmers depends largely upon food consumption, we present below extracts from an address recently delivered by Milo Perkins, president of the Federal Surplus Commodities Corporation at Des Moines, Iowa.

Space does not permit publication of the complete remarks of Mr. Perkins, but below will be found his discussion of the relationship between low-income families and purchases of food, revealing a vast potential market for the products of American farmers.

The Potential Low-Income Market
Recently the Bureau of Labor Statistics and the Bureau of Home Economics, with the collaboration of the National Resources Committee, made a detailed study of incomes in the United States during 1935-1936. It covered about 29,400,000 families and 10 million single individuals representing over 126 millions persons.

These folk provide the principal market for agricultural commodities. Their incomes and their purchases are the key to agricultural prosperity, particularly for farmers who sell most of what they raise here at home.

It may come as a surprise to us, and an unpleasant one, to know that this study indicated that there were more than 4 million families, or 14 per cent of the total, who had an average income of only \$312 for the year.

There were more than 8 million other families, 27.5 per cent of the total, who had an average income of \$758. And there were nearly 7 million families, 23 per cent of the total, who had average incomes of \$1224, or about \$100 per month.

In other words, nearly two-thirds of our families had incomes of less than \$1500, and the average was only \$826 a year—\$69 a month for a whole family! That's the story of under-consumption in one figure.

Frequently, we hear statements about the average income in the United States. For instance, in 1935, the average family income was about \$1620. The important thing for us to remember is that 65 per cent of the people were getting, on an average, only about one-half of this amount. You can get mighty hungry trying to eat on averages if you're out of a job.

About 85 per cent of the farmers' income is derived from the production of commodities used for food. In 1935, over 29,400,000 families spent 13.7 billion dollars for food. Here are some startling facts:

Only 848 million dollars of that food bill, or 6 per cent, came from 4,200,000 of our lowest income families, who were about 14 per cent of all families.

Only 20 per cent came from another 8 million of our families, who were 27.5 per cent of the total. In other words, nearly 42 per cent of our families provided only 26 per cent of our food market.

According to this story, the 14 per cent of our families with the lowest incomes, that is, families receiving \$312 on the average, are spending only slightly more than \$1 per person per week for food; (actually, in order to keep going, they spent about 50 per cent more for all purchases than they earned; some merchant got stuck for part of the difference).

With an increased income to an average of \$758, the weekly per capita expenditure for food rose to about \$1.62. With an average income of \$1224, people spent about \$2.13 per person per week for food. As income increased above the \$100 a month level, food expenditures also increased but at a somewhat slower rate.

In other words, people with incomes of under \$500 a year have about 5 cents per person per meal to spend for food. Families getting an income of \$100 a month have around 10 cents per person per meal for food. The market for our farmers is doubled, so far as this group is concerned.

New Figures On Under-Consumption

What would happen if every family head who was receiving less than \$100 per month got that much money? Of course, we could speculate on what would happen if every family made \$2500 or \$5000 a year, in which case we'd get some utopian answers for the American farmer. We'd better stick to what we can and should achieve in the decade of the forties, however.

The data that we have show that if all families getting less than \$100 per month had been able overnight to increase their incomes to that level, in terms of the 1935 situation, this would have meant an increase in expenditures for food of approximately 1.3 billion dollars.

The expenditures of these people would have been increased by 51 per cent. The national food bill, not counting purchases by single individuals, would have been increased 14 per cent, and the health of the low-income people would have been very much improved. Farmers would have received directly nearly one billion dollars more in income.

The extra demand certainly would have improved farm prices and farm incomes by a substantial amount. Dollars worth more to the farmer than cents worth to the consumer.

unemployment in our cities. We find that those millions of families receiving less than \$500 per year on the average purchased only 38 per cent as much fruit as was purchased by the group receiving about \$100 per month. In other words, the per capita consumption of fruits of 14 per cent of our families was only slightly more than one-third of the per capita consumption of urban families receiving about \$100 per month.

The meat purchases of the lowest income group were only 65 per cent of the per capita consumption at the \$100 level. For dairy products, purchases were only 43 per cent; for eggs they were 67 per cent; for vegetables 58 per cent.

Only for wheat products does the consumption of the lowest income groups come relatively close to the consumption of other levels. For these commodities the quantities purchased were equal to about 94 per cent of the \$1200 consumption level. People have nearly enough bread in this country, even though the poorer families to their own baking.

A less drastic, but similar story of under-consumption is told with regard to families who have to get along on an average income of \$758 a year. Almost without exception, the percentage increase in purchases is larger as incomes increase to \$1200 per year than it is when they increase above that level.

The farmer's real stake is in the bottom two-thirds of our city families who are fighting for an income of \$100 a month on which to exist. That's his greatest potential market—and it's right here at home. The over-stuffed third at the top, to which most of us in this room belong, has enough to eat, anyway.

Looking at Washington

(Continued from page one)

of the proposed locks is conjectural in the absence of complete plans and specifications, the sum of \$850,000 was allowed for preparing the plans and specifications.

In the Canal Zone, the President toured the defenses and afterwards advocated doubling the present number of planes and guns defending the Canal as necessary for the long-range defense of the link between the two oceans. The additional defense units are needed, says the President, to provide a better opportunity to discover attacking forces—even from the air or by sea—at a much longer distance from the Canal than has been provided heretofore.

However, the Chief Executive said that the first thing to do was to finish the present program for anti-aircraft guns and planes. So far, about half the total of each recommended by the Army-Navy joint board and actually authorized, have been delivered.

The fight to extend the Deciprocal Trade Program for three years shifted to the Senate when the House, by a 216 to 168 vote, passed the measure without amendment. Last week, Secretary Hull told the Senate Finance Committee that abandonment of the policy by this country would result in a world-wide wave of totalitarian economy.

Blaming much of the nation's economic trouble on the Smoot-Hawley Tariff of 1930, the Secretary of State cited figures to show the recovery of our foreign trade since 1932, crediting much of it to the reciprocal agreements. Mr. Hull said that the program placed the weight of this country's influence behind an effort to rebuild international relationships in a way that the nations can prosper and be at peace.

Pointing out that trade channels shift more rapidly than ever and that the nation must be in a position to act with speed and certainty to protect its trade opportunities in other countries, the Secretary of State opposed any provision that treaties be approved by Congress. This, he said, under existing conditions, would make the program entirely unworkable.

Speculation continues over the President's intentions in regard to a third term, but political observers are generally agreed that the nomination is Mr. Roosevelt's if he will take it. Best opinion at this time is that the President will make no declaration for some months and that he may wait for the Democratic Convention to assemble before saying anything.

Many things can happen in four months and if there are startling developments abroad, or if his candidacy seems necessary to maintain the New Deal, there is growing belief that the President will not hesitate to accept the nomination for a third term.

If the European scene develops favorably and the President is in control of the Convention, clearly able to name its candidate and frame the party platform, the probability is that Mr. Roosevelt will not run again. Despite the speculation and discussion, the Chief Executive's position remains about the same as it was many months ago.

Dollars worth more to the farmer than cents worth to the consumer.

THE ANSWERS

1. Yes, living in Mexico.
2. Kermit Roosevelt.
3. Robert A. Taft, of Ohio.
4. June, 1934.
5. National Labor Relations Board.
6. No.
7. Before the war it ranked fourth in the world, exceeded by Britain, the United States and Japan.
8. By land, about 140 miles.
9. Yes; his real name is George W. Patten.
10. Nine.

Franklin County 4-H Club members have agreed to see that their families will have good, well-planned gardens this year, reports E. P. Barnes, assistant farm agent.

Want Ads!

FLOWERS FOR ALL OCCASIONS!
Pet Plants, Cut Flowers, Corsages and Funeral Designs. Say "Hi" with Flowers. Farmville Flower Shop. Phone 467-1.

LOST—Green Sheffer Fountain Pen.
Finder will please return to The Rouse Printery and receive reward.

LOST—Certificate No. 9, for sixty-five shares The Bank of Fountain, N. C. Stock.
Notify J. L. Tugwell, Farmville, N. C.

FOR RENT—3-room apartment with bath in the home of Mrs. E. H. Jones. Call 253-1.

NOTICE TO CREDITORS

Having qualified as executrix of the estate of G. A. Jones, deceased, late of Pitt County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Farmville, N. C., on or before the 16th day of February, 1941, or this notice will be pleaded in bar of their recovery.

All persons will please make immediate payment of debts due the estate.

This the 13th day of February, 1940.

Mrs. Louise E. Jones, Exrx.
G. A. Jones Estate.
John B. Lewis, Attorney. 6wks

NOTICE OF SALE

Under and by virtue of the power of sale contained in that certain deed of trust executed and delivered by Jasper L. Taylor and wife Addie Tyson Taylor, to Dink James, Trustee, dated April 22, 1938, duly registered in Book P-22, at page 130 of the Pitt County Registry, default having been made in the payment of the indebtedness therein secured and other stipulations in said instrument violated, the undersigned will offer for sale and sell to the highest bidder for cash before the courthouse door in Greenville, N. C., on THURSDAY, MARCH 14, 1940, at 12 O'CLOCK NOON the following described real estate:

Lying and being in the Town of Farmville, Pitt County, N. C. Beginning at a stake on the east side of Main Street, extending from the Town of Farmville, corner of Lot No. 58 and runs with said line of said lot No. 58 S. 60-30 E. 236.6 feet to a stake in W. E. Murphy's line; thence with the said W. E. Murphy's line N. 48-20 E. 75 feet to a stake in the center of the back line of Lot No. 60; thence N. 50-30 W. 236.4 feet to a stake on Main Street extended; thence with the said Main Street extended S. 43-40 E. 75 feet to the beginning, being Lot No. 59 and one half of Lot No. 60 of what is known as North Farmville, bought by H. L. Humphrey from W. E. Murphy and wife Anna Murphy and surveyed and mapped by Jarvis B. Harding, C. E. The foregoing being the home place, house and lot of the late A. J. Tyson; reference is made to deed from A. J. Tyson to Addie Tyson dated November 20, 1916, of record in Book Q-11, page 88 of the Pitt County Registry and being the property inherited by Addie Ellen Taylor, wife of Jasper L. Taylor, under the will of her mother Addie Tyson, of record in Will Book 6, page 473 in the Office of the Clerk of Superior Court of Pitt County.

This the 10th day of February, 1940.

DINK JAMES, Trustee

TO THE VOTERS OF PITT COUNTY

I am a candidate for re-election to the House of Representatives subject to the action of the Democratic Primary May 25th.

YOUR VOTE AND ACTIVE SUPPORT WILL BE APPRECIATED.

Sam O. Worthington

"Build-Up" Good News For Suffering Women

Much of women's periodic distress may be unnecessary! Many who suffer from headaches, nervousness, cramp-like pain, other symptoms of functional dysmenorrhea due to malnutrition are helped by CARDUI.

Main way it helps relieve periodic distress is by increasing appetite and flow of gastric juice. Thus it often aids digestion; helps build strength, energy, resistance to periodic disturbances.

Others find help for periodic discomfort this way: Start a few days before and take CARDUI until "the blues" has passed. Women have used CARDUI more than 50 years.

DR. V. H. MEWBORN — OPTOMETRIST — NEXT VISIT

Farmville—Office at Fields' Jewelry Store, MONDAY, MARCH 11th. Ayden office over P. R. Taylor & Co. MONDAY AFTERNOON, APRIL 8. Eyes Examined—Glasses Fitted—Tobacco Every Saturday—

FREE BLADDER TRIAL FOR WEAKNESS Money Back IF IT FAILS

Also for Functional Symptoms of KIDNEY DISTRESSES!

Take KIDANS now and relieve swelling and discomfort of bladder and legs. Frequent, scanty and burning urination. Unnatural Odor—Loss of Energy—aches, Discomfort, Nervousness—caused by functional kidney and bladder disorders. Take KIDANS. Help the kidneys pass off excess acids and poisons wastes responsible for those symptoms. Your distress and discomforts should quickly pass away. You will feel better almost overnight. A few days may see you entirely free from kidney weakness as KIDANS work in harmony with Nature to restore proper functioning of kidney and bladder. Try KIDANS. Money back if not satisfied.

MONEY BACK GUARANTEE!
Deposit \$1.00 with your druggist for two boxes of KIDANS. Use one box. If not entirely satisfied, with RESULTS, return other box to the same druggist and your money will be refunded. Start KIDANS today. Relief today. KIDANS is sold by Leading Druggists Everywhere.

Leading Druggists Everywhere
WHEELS DRUG COMPANY
FARMVILLE, N. C.

"WANTED"

ALL TOBACCO FARMERS In Eastern Carolina to be relieved of Tobacco Curing worries in 1940 and in the years to follow with our 1940

MASTER AIR-CONDITIONED TOBACCO CURER.
Florence-Mayo NuWay Co.
Maury, North Carolina

LUMBER

Farmville Retail Lumber Yard
Contentnes St.—Phone 302-1
ROUGH AND DRESSED LUMBER
BUILDING MATERIAL
Can Arrange FHA Insured Loans 4 1/2 per cent.
Twenty-five Year Loans.

Subscribe To THE ENTERPRISE.

BOOKS REPAIRED

Bring me your old books that need repairing.
Prices Reasonable
Mrs. J. T. Flanagan
106 N. George St.
Farmville, N. C.

helps L-O-O-S-E-N

COUGH PHLEGM

SYRUP

It is the itching phlegm that causes the cough impulse from your cold. That is why Mentho-Mulsion is made to loosen phlegm and give you expected relief. Mentho-Mulsion contains nine ingredients scientifically compounded and is guaranteed to stop coughing with the very first spoonful—or your druggist will return your money. Mentho-Mulsion contains no narcotics nor opiates. Children like its taste. 40 doses—Now only 75c.

MENTHO-MULSION

WHEELS DRUG CO.
FARMVILLE, N. C.

"FARMERS WHO ARE WISER USE S-D FERTILIZER!"

S-D

Smith-Douglass Co.

SMITH-DOUGLASS FERTILIZERS
The South's Leading Fertilizers for TOBACCO • TRUCK • COTTON • PEANUTS • GRAIN

SOLD BY
C. S. HOTCHKISS, Farmville, N. C.

ANNOUNCEMENT For House of Representatives

I hereby announce that I am candidate for nomination as member of the North Carolina House of Representatives subject to the action of the Democratic Party in the coming Primary of 1940.

DR. W. I. WOOTEN

UNCLE NATCHEL SAYS...

HEAH'S NATCHEL FOOD FO' YO' BREAKFAST. NATCHEL, YAS SUH!



"NATCHEL" Food... that's the thought food every time. Feed your crops natural plant food—Natural Chilean Nitrate of Soda—for better yield and better quality. Chilean Nitrate is the world's only natural nitrate. Its nitrate acts quickly; its natural balance of many protective elements helps to keep your soil in fine growing condition. No price increase this entire season... and there is plenty of Natural Chilean Nitrate for everybody's needs.

NATCHEL

PROTECTIVE ELEMENTS

Boron
Copper
Manganese
Potassium
Zinc

MADE IN CHILE