

Farmville Enterprise
FARMVILLE, N. C.

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der act of March 3rd, 1879.

Folie of 1940: Trying to predict election results.

The only way to get anything done is to start doing it.

An expert is an individual willing to venture an opinion.

Going to church is a good habit, even if we are the ones to say so.

It is up to the fault-finder to propose a remedy for the ills he discovers.

What has become of all those people who were worrying about technology?

The plague of columnists is sweeping over the nation like the locusts of old.

The way to get publicity is to seek it and insist upon it; there is no other way.

When people fight over religion it is a good sign that there isn't much of it.

1940 is only one-third gone but most of the year's resolutions are 100 per cent gone.

Adults who expect children to exercise their caution are as foolish as their children.

This newspaper, like all others, makes some mistakes; how do you manage to avoid them?

Farmville will be a better place to live in when you become a better neighbor.

Nearly every reader knows a subject that the editor should discuss; well, tell us about it.

Almost everybody plans to do some kindness, sooner or later, but most of us die sooner.

The average individual thinks his problems could be easily solved if his income increased enough.

The late spring has nipped many budding poets in the bud, where they ought to be nipped.

Nearly every American thinks he is a writer except the man and woman who have to make their living writing.

A PREDICTION

Predictions are interesting to the public if dangerous to the prophet.

Col. Frank Knox, editor of the Chicago Daily Mail, predicts that every nation in Europe will be in the war by May 23rd.

This is a statement that you can check up. It won't be long before we will know just how to rank the Chicago editor as a sooth-sayer.

TANKS AND GUNS FOR SALE

The army's latest tanks, guns and weapons are available for export, says Secretary of War Harry H. Wooding, if substantial orders are given American plants.

The idea is that foreign orders will assist our armament industries to expand. This will make them ready to provide greater quantities of equipment for the United States upon need arising.

There is nothing wrong with the idea behind this policy. If the United States should happen to need 1,000 heavy tanks it would take industry some time to make them. If production is speeded up by war orders then American industry will be ready to supply American needs much faster. This strengthens our national defense.

BACKBONE OF SALES PROGRAM

Arthur L. Schaife, an advertising expert of the General Electric company, says "Newspaper advertising is the backbone of our whole sales program. It exceeds all other media combined and is the only growing medium."

Mr. Schaife says that last year his company stepped up advertising fifteen per cent and gained twenty-two per cent in business, he says, "We are seeking to help them to advertise more intelligently and more consistently."

We call attention to the conclusions of Mr. Schaife because there may be business men in Pitt County who are interested in increasing their business.

IN MEMORIAM

Lumberton, N. C., May 4, 1940
In a special meeting of the Lumberton Tobacco Board of Trade, Inc., the following resolutions were passed:

WHEREAS, God in his infinite mercy has removed from our midst one of our beloved brothers and business associates and;

WHEREAS, James Madison Hoggood was a leader among us and an outstanding tobacconist and for seven years an active member of our organization, and

WHEREAS, Be it resolved by the Lumberton Tobacco Board of Trade, Inc.

First: We pause with bowed heads in solemn tribute and record our deepest sense of grief and irreparable loss in the passing of our beloved friend.

Second: Realizing that the life of James Madison Hoggood was beyond reproach or criticism and that we deeply appreciate such a noble life and we give thanks to God that it was our privilege to have been associated with him in our daily work.

Third: That we are mindful that this Board, City and Community has lost a worthwhile member whose loyalty, far-sight and guiding influence will be sorely missed.

BE IT FURTHER RESOLVED that a copy of these resolutions become a part of the minutes and a copy be given to the press and a copy be forwarded to the bereaved family.

LUMBERTON TOBACCO BOARD OF TRADE, Inc.
W. E. Elmore,
J. W. Priddy, Jr.,
J. E. Johnson,
Committee.

Lamb Shipping Season In State Starts Soon

It's almost time to start shipping spring lambs, and L. I. Case, Extension animal husbandman of N. C. State College, says that the next few weeks will be the period when the wise farmer increases his income by fattening and finishing his lambs well. He will do it with an adequate and balanced feed program.

"Of first importance in feeding lambs," Case says, "is milk and plenty of it. See that the ewes are fed for milk production. A bountiful supply of green winter cover crops, preferably crimson clover, supplemented by a mixture of corn and oats should take care of this."

"Creep feeding the lambs usually pays well. Partition off a bright corner of the barn or shed and leave a small opening or two that will exclude the ewes but admit the lambs. A good ration to use in the creep is: Seven parts of ground corn, two parts of wheat bran, and one part of either cottonseed meal or soybean meal. In addition to the grain, a small rack full of choice hay should be kept where the lambs can nibble it as they please."

Last year the State College Extension Service cooperated in conducting lamb pools which netted farmers \$26,082.61 for 4,373 animals weighing 317,950 pounds. Case estimates that these lambs brought fully one cent per pound more through grading and cooperative selling than they would have brought under the usual method of selling.

"This means," the specialist declared, "a total of \$3,179.50 increased returns to the producers. Further, it is logical that other lambs sold in the territory where cooperative marketing was done brought a higher price than they would have otherwise."

The lamb pools will be continued this year.

SPEED WINS IN A RACE, BUT SLOW BURNING WINS MY VOTE IN A CIGARETTE. I SMOKE CAMELS. CAMELS ARE EXTRA MILD, EXTRA COOL AND THEIR SLOWER BURNING GIVES ME EXTRA SMOKING



JIMMIE KELLY, During Speed Act of Motor-Cycle Racing

In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them. That means, on the average, a smoking plus equal to



FOR EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR—

CAMELS
New-Burning Cooler Tobacco

Adult Education Notes

No new illiterates have been enrolled this month.

Good work has been done in both Literacy and Homemaking classes.

No donations have been made this month.

Needed: A bulletin board for use in displaying handiwork during Open-House-Week, a piano and an Oil stove.

CATTLE

Madison County farmers are planning to bring in improved beef cattle from other sections so as to broaden their cattle industry, reports P. R. Elam, farm agent of the State College Extension Service.

COTTON WEEK

National Cotton Week, an annual event to stimulate increased consumption of cotton goods, will be observed May 17-25.

Some people pay their debts and others forget them, if they can.

PARAMOUNT THEATRE FARMVILLE, N. C.

Week of May 12

SUNDAY AND MONDAY "IT'S A DATE"

with Deanna Durbin—Walter Pidgeon —Also News of The Day —

TUESDAY

"Three Cheers For The Irish"

with Priscilla Lane—Dennis Morgan —Plus Color Cartoon and Act—

WEDNESDAY

Double Feature "Chump At Oxford"

—with— LAUREL and HARDY and

"Out Side The Three Mile Limit"

with JACK HOLT Also another Chapter of "Zero's Fighting Legion"

THURSDAY AND FRIDAY

"My Little Chickadee"

—with— W. C. Fields—Mae West Plus Latest News, Act, and Travel Talk

SATURDAY

Double Feature Charles Starrett

—in— "TWO FISTED RANGER" —and—

"Convicted Woman"

—with— Rochelle Hudson—June Lang Plus Another Chapter of "DICK TRACY'S G-MEN"

Baker's Bakery



TO HOLD

Open House

Friday Night, May 10

8:00 to 10:00

Public Cordially Invited

To Visit Us and Inspect Our New Plant.

You Want to See Farmville's Newest Enterprise

WE WANT TO MEET YOU!

USE *Majestic* WATERLESS Cookware

SAVES WORK SAVES FUEL FOODS TASTE BETTER



30 DAYS TRIAL
COME IN... SEE ALL THE PIECES
Build a set... a piece at a time... this easy, money-saving way. AND, for a most appreciated gift Majestic Cookware is the perfect answer for mothers and brides.
THIS OFFER IS FOR LIMITED TIME ONLY ASK FOR YOUR CREDIT CARD

PENDER Food Stores

THAT'S RIGHT—YOU'RE RIGHT!



You save money by getting your used car at these low prices!

BECAUSE we've got such a complete variety of makes and models in this big sale of better used cars, you are sure to find the make and model you've been looking for! Look at the typical buys in this ad—and then hurry right down and see all the great bargains we're offering at rock-bottom clearance prices!

Pollard Auto Co.
MAIN STREET FARMVILLE, N. C.
Low cost Universal terms quickly arranged!
LOW PRICES—EASY TERMS—ALL MAKES—ALL MODELS



Have Money FOR MOTHER

DO something for "Mother" who has done so much for you. Give her a nice home... Bank enough money to keep her in comfort during her declining years. This is a DUTY you owe to her and to your children.

START SAVING REGULARLY NOW We Welcome Your Banking Business

SAFETY of our Deposits Is INSURED by the Federal Deposit Insurance Corporation up to \$5,000 for Each Depositor.

THINK! HAVE MONEY!
The Bank of Farmville
Farmville, N. C.
Member Federal Deposit Insurance Corporation.



"You can bet your life MY home is painted with ATHEY'S 100% PURE PAINT because"

- "It's the longest-lasting protective coat that I could buy.
 - Cheap paint soon cracks, blisters and peels off—gives destruction the foothold it needs with unprotected wood.
 - Season and weather have little effect upon the lasting beauty of Athey's 100% Pure Paint.
 - It's made in 24 glorious shades and Athey's White—the whitest of all white paints.
 - Figured over a period of time, Athey's 100% Pure Paint is the most economical paint that I can buy."
- Protect your home—hold your property value high by painting this season with Athey's 100% Pure Paint.

Manufactured by **G. M. ATHEY PAINT CO.** Baltimore, Md.



Athey's 100% PURE PAINT
You can't hurt an Athey surface!

The Turnage Co., Inc.
FARMVILLE, N. C.

FOR RESULTS ADVERTISE IN THE ENTERPRISE