

The Farmville Enterprise
 Published by
THE ROUSE PRINTERY
 G. A. Rouse, Editor and Manager
 Mrs. J. L. Shackelford, Society Editor

Subscription Price
 One Year \$1.50
 Six Months .75
 Three Months .40

Advertising Rates
 Published on Application to Manager

Entered as second class mail matter
 May 19th, 1919, at the postoffice
 at Farmville, North Carolina, under
 the Act of March 3rd, 1879.

FRIDAY, JAN. 25th, 1924

BOVINE TUBERCULOSIS

It is refreshing to know that on Monday, January 7th, the County Commissioners agreed to appropriate funds, with which to employ help for the purpose of testing every cow in Pitt county for tuberculosis. In this fine work the State and Federal departments are co-operating. After the test has been applied on the County's cows, it then becomes a law that no cow can be shipped into the county unless tuberculin tested. This forward step will enable mothers to know that their children are drinking milk free from tuberculosis.

The Pitt County Chamber of Commerce was fortunate in getting the endorsement and full support of the following organizations: Greenville Model School Parent-Teachers Association, Greenville Evans Street Parent-Teachers Association, Bethel Parent-Teachers Association, Farmville Parent-Teachers Association, Greenville Kiwanis Club, Greenville Woman's Club, and Pitt County Medical Society.

—Pitt Co. Cham. Com. Bulletin.

SAFETY!

Watch these columns for helpful articles on "Safety" next week.

HELL IN THE MAKING

The newly appointed pastor of a negro church faced a packed audience when he arose to deliver his sermon on the burning question: "Is There a Hell?"

"Brethren," he said, "de Lord made de world round like a ball."

"Amen!" agreed the congregation.

"And de Lord made two axles for de world to go round on, and He put one axle at de North pole and one axle at de Souf pole."

"Amen!" cried the congregation.

"And de Lord put a lot of oil and grease in de center of de world so as to keep de axles well greased and oiled."

"Amen!" said the congregation.

"And then a lot of sinners dig wells in Pennsylvania and steal de Lord's oil and grease. And they dig wells in Kentucky, Louisiana, Oklahoma and Texas and Mexico and Russia, and steal de Lord's oil and grease."

"And some day dey will have all of de Lord's oil and grease, and dem axles is gonna git hot. And den, dat will be hell, brethern, dat will be hell!"

—Exchange.



NEW YEAR

The habit, of course, of the superficial is to speak of turning over a new leaf. It is not so much a new leaf as it is a new year, a new purpose, a new policy, a new prophecy the world needs.

Let us make resolutions, even if we break them. If we fail let us try, try again, until we succeed. We are enjoined not to yield to temptation for yielding is sin. Each victory will help us come closer to win. If that negative truth is valuable, the positive side of it is more valuable.

Try, even though you fail, look about you, strength will come, and try again, for the resolution that you shall not be a failure is the best of resolutions. Do not short-cut the process, it is extended. Do not think the work is big, because only failure is your enemy. Do not look at the failure, but at the success. Do not look at the failure, but at the success.

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J. I. MORGAN
 Manager Farmville Oil & Fertilizer Company

The subject you have assigned to me, or a choice of "Grit, Courage or Morale for 1924," is so important to the welfare of our Community at large that it seems to me a choice would be similar to asking the question, "Which is the most important leg of a three-legged stool?" or another popular question, "Which is the most necessary, labor, capital or management?"

It seems to me that the year thru which we all have just passed, and the year we are now entering, will in years to come be known as "Reconstruction Days," not in the exact terms that were used to designate the recovery following our Civil War, but in years when business in general returned to normalcy.

With the proper Courage and Morale to face the opportunities offered us during this year, we should all do our part to make this year of 1924 one of sound and sane progress. My idea of the way to accomplish this is to first assume no obligation we cannot reasonably expect to fulfill, establish a budget for our living expenses, let our living expenses be less than our incomes. Then set for ourselves a task of accomplishment which will afford each of us a full year of wholesome employment, with the hope that our efforts will be rewarded to the fullest, not only in material gains, but also in a big gain in MORALE.

—Pitt Co. Cham. Com. Bulletin.



Dangerous COUGHS

creep on unawares — but you can quickly check them by taking Dr. Bell's Pine-Tar-Honey in time. It brings to inflamed tissues in the throat and chest just the aid they need. Dr. Bell's stops the cough with the same medicine that your doctor would prescribe—combined with the well-tried old remedy—pine-tar honey. Its taste is pleasant, too. Keep Dr. Bell's hand for all the family.

All druggists. Be sure to get the genuine.

DR. BELL'S Pine-Tar Honey

The Difference

Between the Cost of Good and Cheap Printing

is so slight that he who goes shopping from printer to printer to secure his printing at a few cents less than what it is really worth hardly ever makes day laborer wages at this unpleasant task.

If you want good work at prices that are right, get your job printing

At This Office
 Farmville, N. C. or Greenville, N. C.

Editorial
 Education brings us better light to see better ways and find the finer values.

How The Billboards Fail

The same principles apply in selling a cake of soap, a phonograph or a sewing machine as apply in selling the League of Nations or any idea calculated to affect foreign or domestic legislation. The people must be told about the article, they must be convinced that it is worthy, they must be stimulated to interest and moved to a determination to buy or to demand action.

In these days the recognized principle factor in selling is advertising. It is the only means of reaching the people. All of which brings us to the question of the kind of advertising that is most effective. Of course, there always will be some difference in opinion, but it is enlightening to note that the strong advocates of billboard appeal run to cover quickly when they have a desire actually to sell.

Quite apart from the unsightly aspect of the billboard, it seems strange that when its supporters wish to sell the people an idea with a view to bringing about beneficial legislation they see at a glance the billboard is a failure. When the large corporations want to really sell an idea they proceed as a rule to engage a press agent, or a director of public relations. Then a drive is made to get their story before the public through the news columns of the newspapers. This is not always attempted because the corporation likes to get advertising without paying for it. The policy often is adopted because the corporation realizes that only newspaper advertising has a definite selling power.

The people to whom the corporations wish to sell their ideas are the same people to whom the corporations wish to sell their merchandise, and the same selling principles apply. Is it not strange that thinking men should in such circumstances adopt rules of advertising so diametrically opposed as the newspaper and the billboard?

The more thoughtfully conducted corporations tell their stories over their signatures in paid advertising appeal, recognizing the force of frank and open statement that can stand the light of public investigation. There are enough of the others left, however, who still cling to the old time poster idea of advertising, just as there are homes today that resent the installation of modern plumbing and hang on to the old time pump and bucket.

The billboard is an economic waste. It is thrust under the nose of a suffering public with its garish designs and half finished message. Instead of being taken into the home as a friend it is resented as an intrusion on public privacy and a menace to the public landscape. Newspaper advertising will stand the acid test as against the billboards any day in the week for any purpose.

Somewhere we have read that if poverty is the mother of crime, want of sense is the father. Whether this be true or false, certain it is that the offspring is illegitimate and uncomfortable.

Doctors don't advertise. Ethics prohibit, and leave the field open for the quacks to unload fake nostrums on the suffering public. No wonder the Frenchman asked what is an ethic?

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COMMUNICATE WITH
JONES, SON & CO.
 NORFOLK, VIRGINIA
 BEFORE DISPOSING OF YOUR
COTTON
 EXCELLENT STORAGE FACILITIES.
 LATEST MARKET INFORMATION FURNISHED ON REQUEST
 FREE OF CHARGE BY TELEPHONE OR TELEGRAPH
 CORRESPONDENCE INVITED—HOUSE ESTABLISHED 1876

\$295 F.O.B. DETROIT

Why You Should Order Your Ford Car Now

123.607

Considering that, as spring approaches, retail buying will become more active, there will be a greater demand for Ford cars this spring than ever before.

Therefore, the only way you can be sure of obtaining delivery this coming spring or summer is to place your order immediately.

If you do not wish to pay cash for your car, you can obtain a loan from the Ford Motor Company. The terms of the loan are very liberal and the interest is very low.

See the Nearest Authorized Ford Dealer

Ford Motor Company

COMMERCIAL INSURANCE CO.

Announces the opening of an Insurance Agency with offices located at the Bank of Farmville. **LIFE, FIRE,** and all other forms of Insurance.

WE SOLICIT YOUR BUSINESS

D. E. OGLESBY, Mgr.

Fertilizer must be "cured"

Great bins of Royster Fertilizer "cured" or "aged" for months so that your results from its use will swell the earnings from your land.

PERHAPS you didn't know that fertilizer should be "cured" or "aged" in order that the food for soil can be more readily available when that food is needed.

This is one of the details of the fertilizer industry that few people know, but it's mighty important. Such "details" as this represent the difference between Royster's Fertilizer and less carefully prepared foods—and the difference between profitable crops and crops that are not so profitable.

To keep vast quantities of fertilizer for months represents an enormous supply and a tremendous capital. Therefore, only a large company like Royster's can offer this more effective "cured" fertilizer.

Rid yourself of the idea that all fertilizer is alike. This is no more true than that all land is alike.

The truth of this can be proven—not alone by the enthusiastic praise of successful farmers who have used Royster's, but by your own experience.

Use Royster's this year. Give it a fair test—and don't guess about fertilizer any more.

Grow better and larger crops by using fertilizer that has been "cured"—that is free from lumps—that has been proven chemically correct by forty chemists—and that has established a record for good works over a long period of years. Look for the name "ROYSTER" on the bags.

F. S. ROYSTER GUANO CO.
 NORFOLK - COLUMBIA - ATLANTA - MONTGOMERY

ROYSTER
 Field Tested Fertilizers

Invest your money in Building & Loan.
 5 p. c. Compounded Semi-annually. Non-taxable.
 G. A. Rouse, Secretary, Farmville, N. C.

WE ARE BUYING
 Good, Clean
TOBACCO SCRAP
 and will pay from 1 1-2 to 4 1-2 cts. a pound, delivered to our factory in Farmville.

A. C. Monk & Co.
 Farmville, N. Carolina