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Entered as second class mail matter May the 10th, 1910, at the postoffice at Farmville, North Carolina, under the Act of March 3rd, 1878:

Friday, July 24th, 1925

Just as you give your automobile more care in winter to get good results, so the radio needs more careful attention in the summer.

A Pennsylvania surgeon asserts that it is his right to tattoo his initials on a patient after a successful operation. Connie Talmadge says "it depends on the geography of the imprint. Blanche Sweet, another screen star, thinks the scheme is all right, but Anna Nielsen wants to know why she should be a bill board for a surgeon who does not believe in advertising anyhow. She qualifies this opinion by suggesting that the surgeon's fee be waived for the privilege. And there you are.

The federal trade commission will ask congress to take action on the anthracite coal question by restoring competition. Seventy per cent of the coal is now produced by eight large companies owned by or affiliated with railroads. High prices are attributed to wholesalers and speculators before reaching the retailers. The commission is handicapped in suggesting a real remedy because it involves government or state operation, and that is looked upon as "radical." Meanwhile coal users are at the mercy of the men who find a way to defeat the laws and pile up enormous profits.

A SMOKELESS NATON

It is predicted that America will be the first nation to outlaw smoke, soot and ashes by using gas fuel instead of solid fuel for heating processes in shops and factories. It will be first to have its homes heated by gas, thermostatically controlled. The increasing use of gas is an inevitable result of modern demands for comfort and efficiency to which must be added the growing conviction that human life and property are suffering incalculable damage from the smoke evil.

The progress of fuel conservation depends upon the progress of gas utilization. The public is beginning to see this truth and act accordingly. The gas industry has grown because it has saved coal, labor and money for the public.

STATE FORESTRY

The state of Connecticut has taken a long step forward toward forest planting and preservation of existing forest wealth. The Nutmeg State, with no mountains, little hill country and mostly stripped of its original woods, appropriated this year \$445,000 for acquiring state forests.

That little New England state has the nerve to select 25,000 acres of land suitable for forestry, and aims to plant trees and redeem 200,000 acres of woods. Scientific forestry and fire protection for trees should be made a vital issue in every state in our country and the little New England commonwealth is setting a fine example planting raw material for its traditional wooden nutmegs.

IN THE NAME OF THE FARMER

It is predicted that the so-called farm bloc in the coming session of congress will include an attack on the tariff schedules in its program unless the bloc can secure passage of a measure to assure some form of price fixing on farm products by the federal government and establishment by the government of an agency that shall buy the farmers' export surplus.

The whole program is carried on in the name of the farmer when, as a matter of fact, the rank and file of American farmers are not today asking for petting and coddling at the hands of the government.

The disgusting part of the situation is that the farmer is used as a dummy around which political schemes are cooked up and foisted on an uninformed public. The tariff question which should be considered purely from a scientific business standpoint, is used as a political football and the public pays a terrific price for watching its use in the political game.

WHO SAID ALLADIN'S LAMP?

The portable super-heterodyne is the highest development of the portable receiver. This one, with its six tubes, is a real gem. It is so simple that you can get it in ten minutes and you can use it in ten minutes.

An extra piece of luggage, smaller than a suitcase, weighing less than forty pounds, strapped to the running board on your automobile four. Danos, music, talks, comedy, plays, travelogues, sports, news, weather forecasts, stock reports—who can afford to leave radio at home?

THE LAW OF COMPULSION, DO WE WANT IT?

Insurance today is purchased without the pressure of public authority. Premiums are voluntary payments made by the buyer for protection to his person or property, or both. It is this absence of compulsion and enervating influence of bureaucracy which has permitted insurance to develop freely and to become a potent factor in the social and industrial development of the last century. To change insurance from the status of a voluntary association for self protection to the status of an involuntary association for protection of others means the prostitution of insurance to meet political needs and class demands. If insurance can be made compulsory and used for the purpose of providing indemnity for certain highway accident victims, it may be made compulsory in a variety of other situations.

GOOD WILL

The United States supreme court has defined Good Will as "the disposition of a pleased customer to return to the place where he has been well treated."

Good Will may well be termed the personality of business. It is the product of growth founded on the power and the will to serve. In the final analysis, it is value built up through outstanding service that is reflected in many ways. It is a reflection of quality of product or service, progressive methods, fair dealing, a high standard of character and efficient management and personnel.

A great many of the most profitable industries capitalize this good will sometimes to an amount equal or even greater than the money capital invested.

Good Will can be created by the printed word only in so far as that word reflects the integrity of the institution behind it.

Good will is admittedly the most valuable asset that any business community can possess.

The merchants, manufacturers and business men of Farmville endeavored to establish this Good Will with their patrons, customers and friends, and believe the Good Will of this community, as a municipal organization, deserves the co-operation and protection of every member of the community.

Report of the Condition of Citizens Bank at Farmville, N. C.

Table with columns for Resources (Loans and Discounts, Banking Houses, etc.) and Liabilities (Capital Stock paid in, Undivided Profits, etc.).

EXECUTOR'S NOTICE

Having qualified as executor of the estate of J. F. Owens, deceased, late of the county of Pitt, State of 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 15th day of July, 1925, or this notice will be pleaded in bar of their recovery.

J. F. OWENS, Executor of J. F. Owens. John Hill Paylor, Attorney.

Do You Use Good Paper When You Write?

We Can Print Anything and Do It Right.

WHO SAID ALLADIN'S LAMP?

The portable super-heterodyne is the highest development of the portable receiver. This one, with its six tubes, is a real gem.

NEW CO-OP. MEMBERS IN SOUTH CAROLINA

Raleigh, July 23.—Three outstanding developments in the affairs of the Tobacco Growers' association during the past week indicate that the fight on the organized growers is weakening most where the attack has been heaviest.

The first is the popular reaction to the resignation of Dr. James Y. Joyner, former superintendent of public instruction in North Carolina, as an employee of the association. Dr. Joyner, in severing his official connection with the association, tendered his services in the interest of the association without pay.

"Let me congratulate you with all my heart upon the inestimable service you have rendered the emancipation of the farmer," a well known Eastern North Carolina minister wrote Dr. Joyner. Many other letters have been received lauding the position of Dr. Joyner, who is as zealous in behalf of the movement which means prosperity on the farms as he was for almost 20 years in behalf of extending the public school system to every child in North Carolina.

Opponents of co-operative marketing suffered another setback, when, in a speech at Zebulon, one of the opposition propagandists was asked point blank by a member grower if he had not been employed to make "anti-co-op" speeches by the organized auction warehousemen. The speaker denied any collusion but admitted that he did not take the stump against the association until after a long interview with an official of the organized warehousemen's association.

So much happened by way of turning back the under cover fight which opponents of co-operative marketing have been making.

On the other side of the fence was the announcement from headquarters this week that the new sign-up campaign has brought into the fold of organized growers over seven hundred new members.

Most of these new memberships are in South Carolina territory, although quite a few have come from Columbus, Bladen and Robeson counties. The result as viewed by association officials, is a most effective answer to the hostile attacks which are being made by agents of the auction system.

Figures which have been made public in a series of newspaper advertisements from Raleigh headquarters, according to directors in the field, have served to present the co-operative marketing question to business men in a new light and the apathy which has marked the progress of the movement in some sections of North Carolina, these directors say, will be converted into active championship of the association.

ADMINISTRATOR'S NOTICE

Having qualified as administrator of the estate of I. B. Oakley, deceased, late of Pitt county, 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 1st day of July, 1925, or this notice will be pleaded in bar of their recovery.

MAGGIE OAKLEY, Administrator of I. B. Oakley. Jones, Jones & Horton, Attorneys.

NOTICE OF DECREASE OF CAPITAL STOCK

State of North Carolina, Department of State. In compliance with section 1161 of the Consolidated Statutes of 1919, notice is hereby given that the paid-in capital stock of the A. C. Monk & Company, of Farmville, N. C., has been decreased from \$225,000.00 to \$252,000.00, by certificate of amendment filed in the office of the Secretary of the State of North Carolina on the 29th day of June, A. D., 1925, which said original certificate of amendment is now on file in my office.

In testimony whereof, I have hereunto set my hand and affixed my official seal.

Done in office at Raleigh this 29th day of June, A. D., 1925. W. N. EVERETT, Secretary of State.

NOTICE OF SALE

By virtue of the power of sale, contained in a certain deed of trust executed by E. D. Barnes, on the 6th day of June, 1923, to J. R. Davis, Trustee, Bank of Farmville, duly recorded in the registry of Pitt county, N. C., in Book K-14, page 542, default having been made in the payment of the notes secured therein, the undersigned trustee will sell at public auction before the court house door in the town of Greenville, N. C., to the highest bidder for cash, on Monday, August 17, 1925, at the hour of 12 o'clock, noon, the following described tracts of land:

Situate in the town of Farmville, and being lots number 11, 15 and 16 in Block S, as platted by A. Cole Blanton, C. E., and known as the subdivision of the G. E. Moore property. Said map is on record in Pitt County Registry, in Map Book 1, page 124, to which reference is hereby made. Also lots numbers 34 and 35 in plat formerly owned by G. E. Moore, and platted by G. A. Cooper, C. E., for Walter & Sundry Lumber Co. Said plat is of record in Pitt County Registry in Map Book 2, page 3, to which reference is hereby made for a more accurate description.

Said sale being made to satisfy said indebtedness secured by said deed of trust.

This the 15th day of July, 1925. J. R. DAVIS, Trustee, Bank of Farmville. John Hill Paylor, Attorney.

Report of the Condition of The Bank of Fountain at Fountain, N. C.

Table with columns for Resources (Loans and Discounts, Demand Loans, Overdrafts, etc.) and Liabilities (Capital Stock paid in, Surplus Fund, etc.).

State of North Carolina—County of Pitt. I, J. M. Horton, Cashier of the above named Bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

J. M. HORTON, Cashier.

Subscribed and sworn to before me, this 14th day of July, 1925. C. V. SMITH, Notary Public. My commission expires Jan. 17, 1927.

R. A. FOUNTAIN, E. B. BEASLEY, J. W. JEFFERSON, Directors.

Farming is a business, says Secretary of Agriculture W. M. Jardine. "It is a highly specialized and complicated business. Waterful methods will result in loss and perhaps failure, in farming as surely as in other business."

This Week

England dislikes President Coolidge's Fourth of July address and says there is nothing in it to "show that the President has tried to master the facts concerning Europe."

DISAPPROVES COOLIDGE LEVIATHAN FOR SALE

That, however, isn't what interests the United States. The President HAS mastered facts concerning THIS country. He has mastered the fact that when you lend money you expect to get it back. And he seems to have mastered the fact that the business of the United States and of the President is to attend to the United States and keep out of foreign complications.

THAT SUITS THE UNITED STATES

A little girl of seven set fire to six boxes and was sent to an industrial school for correction.

Not long ago this child would have been punished with death, perhaps by burning, first being encouraged to denounce the "witch" whose evil spirits had compelled her to set the fire. The world is not so bad as it was once, even if it seems less religious.

The Government will sell great ocean liners that don't pay, including the Leviathan. Suppose the richest country in the world would run its ships without extravagant frills, brass bands, etc., and allow school teachers, high school and college students to go to Europe and back at cost, or better still, FREE of cost. How much would it be worth to this nation to have 25,000 teachers and young students see and study Europe every year? But nothing of that kind could be done. It would be "paternalism."

What would Rosa Bonheur have



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What would Rosa Bonheur have amounted to had a rich man adopted her. Her girl friend painted fruit boxes for her good for two, while Rosa Bonheur painted pictures that made her famous, and undoubtedly gave her self-sacrificing friend a place in Heaven. Who would have known Rosa Bonheur had a rich man adopted her?

With lights shining along the road, Uncle Sam's flying mail ships go by night between New York and Chicago. That is progress. And, because it means development of the flying ship, it means safety for the nation. Credit for master New and President Coolidge.

John D. Rockefeller is eighty-six years old. He plays his usual round of golf, weather permitting, quite content with 43 for 9-holes, and with his milk and seltzer, toast and perhaps two ounces of meat.

It is hard for some to realize that golf, exercise that anybody can take with a stick and a round pebble, not more than 20 cents worth of food a day and a bed to sleep in are all that Mr. Rockefeller gets from his great fortune.

What will history say of John D. Rockefeller, whose work and success better than that of any other man, with the possible exception of Henry Ford, typifies this industrial age?

He will be praised because he has never set a bad example of ostentation and extravagance to embitter the poor.

All except his contributions to knowledge will be forgotten in 500 years. But 1,000 years hence, historians will carry the picture of John D. Rockefeller and will say of him: "This is the man who proved competition to be wasteful and unnecessary."

"This man, proving that one man could successfully manage and own an industry, laid the foundation of ownership by the people. They have discovered that what he people could

Subscribe to The Farmville Enterprise, \$1.50 Per Year. Send Us Jobwork,

Advertisement for Palace Palace featuring a cartoon illustration of a man and woman at a movie theater. Text includes 'BREAKING INTO THE BIG LEAGUE', 'THE FIRST TIME HE TOOK HER TO THE MOVIES', and 'TWO IN THE ORCHESTRY!'.

Advertisement for High Grade Lumber. Text includes 'We Sell "High Grade" Lumber', 'And all kinds of Building Material, Groves Lime, both Masons and finishing Kings, Winsor and Atlas Cement.', 'We build Window and Door Frames Door and Window Screens and do all kind of repair work. We gladly furnish estimates on your work whether you buy from us or not. Quality and Service our motto. Give us a trial.'