

Farmville Enterprise
FARMVILLE, N. C.

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GREETINGS!

The log is burning on the hearth... the holly wreaths hang in gleaming windows... all hearts are happy with the combined joys of giving and receiving. It is Christmas! And the FARMVILLE ENTERPRISE, as a personal friend, who visits your home every week, wishes to greet each of you and wish for you a truly happy Christmas and prosperity in the New Year ahead.

MERRY CHRISTMAS!

Merry Christmas! Say it to everyone in your household when you awaken in the morning. Merry Christmas! Call up your friends and let it ring cheerily over the telephone! After you open your own gifts, dress up in your most festive clothes, and go out ringing the doorbells of your friends and neighbors, while you sing out Merry Christmas!

Add to the joy of receiving, the joy of giving—and don't forget those less fortunate than you to whom a basket filled with plain foods, or a few playthings for their fun-starved children, will brighten the winter's gloom, and help them to say — and know there's meaning to — Merry Christmas!

When twilight brings the illumination of electric lights beaming from the windows, and when cold and dusk lead to reviving the coals in the fireplace; there's the time to gather 'round you those nearest and dearest while you harmonize in singing the grand old Christmas carols.

Then when evening's done, and you've closed the door after the last departing guest, and happily tired you're ready for sleep, in your own heart will echo like a lullaby's refrain—MERRY CHRISTMAS! Merry Christmas! Me-e-o-ry.

AS BROTHER

The world moves on: New airplanes are flown; new bridges are built and new lands are conquered. Man sets himself new standards by which to live, and woman finds new ways to engage in the age-old art of pleasing all who see her.

The world moves on... Many changes occur; yet this one thing remains deep in the heart of civilization... the lesson He taught. Whatever strife we may plunge into, there will be some to carry His message. Whatever darkness may come, His words are as the light streaming over the cradle to calm a crying babe.

Was He not a babe Himself, soothed by Mary's gentle hand, in the Manger? Was He not the Blessed Babe, the Wise Men traveled from afar to see? And was not this child, when grown to manhood, the greatest mentor of all history?

Let us drop our swift moving program on this day... long enough to read aloud to ourselves; to think over in our bewildered minds... the many words He spoke for the purpose of insuring a true brotherhood of man. He Himself would want no greater tribute than this, on the Anniversary of His Birth... that man greet man as "Brother."

CHRISTMAS CHEER

Whether we view Christmas from its purely spiritual significance, or attach to it primarily a gift-giving significance, it is the time of year for friendly cheer—let's spread it at home—and far and wide.

BUSINESS FAILURES SURPRISING

It is surprising to be advised, through the chart of Dr. Willard Thorpe, placed on exhibit before the monopoly investigating committee, that about one-fifth of all business concerns in the United States fail annually.

Even in the face of the figures, which we are unable to dispute, it is hard to believe that the average life of a business firm is only five years. Yet a study made in Poughkeepsie, New York, shows that only 45.9 per cent of the firms lasted more than three years, 21.4 per cent ten years and 17.7 per cent twenty years.

ruptcy certainly injures legitimate producers and, without doubt, does nothing beneficial to the consuming public in the long run. The same may be said of a storekeeper, who, through ignorance or inefficiency, does not understand how to manage his business on a basis which will permit its continuance. Time and again, we have heard of inexperienced people going into business and into bankruptcy because of a lack of business training.

PLANS WOR-TIME CAPITAL

An indication of the situation in Europe can be seen from a report that the British Government is engaged in the construction of extensive works in the old cathedral city of Exeter, which, it is said, would be used as a capital in the event of war.

This city is one hundred and sixty-eight miles west of London, well off the track of raiding aircraft in search of military objectives. The transfer of the British Government to some such location is regarded as inevitable when war begins. Certainly the Government could not carry on its functions without comparative security from dangerous air raids.

BRITISH TO FIGHT FOR TRADE

Early this month, a prominent British official revealed that the Government was encouraging British industry to organize to meet German trade competition throughout the world and warned Germany that the British were ready and able to meet her at the game of selling below world prices.

That this was not idle talk is seen in the step of the Government to provide a fund of \$60,000,000 to "guarantee British export trade, not on commercial grounds but on the basis of 'national interest'." In other words, the British have apparently made up their minds to protect British trade interests upon the only basis that it can be protected, by meeting the competition of other powers, including Nazi-controlled Germany.

While we are not familiar with the ramifications of foreign trade throughout the United States, it might be possible for this country, with its vast gold hoard, to play the same game and protect American trade throughout the world. Germany will proceed with her barter system as long as there are profits to be obtained, but the minute that the other nations take action to make it a losing game, the Germans will be ready to proceed along conventional lines.

Erosion Controlled By Water Disposal

A well-planned water disposal system for farm land is essential to the developing of a complete erosion control program, according to W. D. Lee of the State College Extension Service and E. B. Garrett, state coordinator of the Soil Conservation Service.

The first step consists of making a general survey of the entire farm, in which consideration is given to topographic features, slope and erosion conditions and the individual farm requirements based on available land and proper land use policies. In the Soil Conservation Districts being set up throughout the State, the next step is a detailed survey, from which a water disposal map of the farm is prepared.

A copy of the map is presented the farmer and it shows the proposed location of terraces, with length, direction of flow, and drainage area indicated; the proposed location of waterways and disposal areas, with size and planned treatment indicated; the location of field boundaries, including possible relocation of fences; the location of existing and proposed roads to provide access to all points on the farm; and the proposed location of other erosion control structures, such as contour furrows, diversion ditches, gully dams and stock ponds.

To complete water disposal plans, a schedule of operations is worked out by the planning technician and the farmer, showing the order and the year in which terraces and outlets in the various fields are to be constructed. Such factors as available labor and equipment, volume of work, and the order in which this work is to be done are taken into consideration in preparing the schedule.

Earned \$50

By using a 9-10-5 fertilizer mixture recommended by the State College tobacco specialist, J. B. Wallington of Ruffin, Route 1, Caswell County, secured an increase of \$60.25 in the value of his tobacco per acre as compared with where he used a regular commercial mixture analyzing 9-9-5.

Extra Income

... in the Quarter, Hay...

A Christmas Letter Of The 16th Century

In her Christmas letter to the Garden Clubs, the president, Mrs. R. L. McMillan, quoted from a letter written by Fra Giovanni in 1513. "I salute you—I am your friend and my love for you goes deep. There is nothing I can give you which you have not got, but there is much, very much, that while I cannot give it you can take. No Heaven can come to us unless our hearts find rest in today. Take Heaven. No place lies in the future which is not hidden in this present little instant. Take Peace. The gloom of the world is but a shadow. Behind it, yet within our reach, is Joy. There is radiance and glory in the darkness, could we but see—and to see it we have only to look. I beseech you to look. Life is so generous a giver; but we, judging its gifts by their covering, cast them away as ugly or heavy or hard. Remove the covering and you will find beneath it a living splendour, woven of love, by wisdom with power. Welcome it, grasp it, and you touch the Angel's hand, that brings it to you. Everything we call a trial, a sorrow, or a duty, believe me that Angel's hand is there; the gift is there and the wonder of an overshadowing Presence. Our joys, too; be not content with them as joys. They, too, conceal diviner gifts. Life is so full of meaning and purpose—so full of Beauty—beneath its covering, that you will find earth but cloaks your Heaven. Courage—to claim it; that is all! But Courage you have; and the knowledge that we are Pilgrims together, wending, through unknown country, Home. And so, at this Christmas time, I greet you. Not quite as the World sends greetings, but with profound esteem and prayer, that for you, now and forever, the day breaks and the shadows flee away."

A Christmas Dinner

By Rev. John H. Grey

While you are planning Christmas presents do not forget your friends the birds. Give them a feeding tray with plenty of food for Christmas dinner. Often birds need the extra amount of food which we thus provide for them. Especially is this true during severe cold, when it takes more food to keep their bodies warm, and during the times when their natural food is buried under layers of ice and snow.

The easiest tray to make is to nail a shallow box to a post. Or perhaps, nail a board to a window sill. The birds are not particular about the table you provide. If you are bothered too much by English Sparrows eating most of the food you can remedy the situation by making a swinging tray. The English Sparrow is suspicious of anything that teeters a bit. Suspending the tray by a wire may do the trick. If not, try a trolley tray. The trolley trays is simply a tray attached by one or two pulleys to a clothes line wire. Its advantages is that you can have it run from a tree to your window and in this way attract more birds than a window tray and still not have to go out of doors to fill the tray.

Hybrid Corn Is Not Ready For N. C. Use

North Carolina farmers are advised by Dr. Gordon K. Middleton, State College agronomist, to wait a year or two before using hybrid corn. Tests carried on for three years have shown that the hybrid corn seed imported from other states is not well adapted to condition in this state and it is therefore necessary that adapted varieties be developed.

To meet this condition, Dr. Middleton and Dr. Paul H. Harvey, associate agronomist, are conducting greenhouse experiments of inbreeding and field tests to check yields. In this way they will be able, possibly by 1940, to recommend hybrid corn which will meet expectations under North Carolina conditions.

Yield tests were conducted during the past summer at the Mountain Branch Experiment Station at Swannanoa, at the Upper Coastal Plain Station near Rocky Mount, and on the Whitley-Davis farm at Clayton. In summing up the results of these tests, Dr. Middleton says:

"At Swannanoa only one commercial variety and one experimental hybrid outyielded the best local variety, and that by less than six per cent. In the tests at Clayton and Rocky Mount, with very few exceptions, hybrids brought in from a distance showed lack of adaptation. They were mostly starchy and very light in weight."

"At Rocky Mount four hybrids equalled or exceeded the best local variety, the best of which was by approximately 17 per cent, while at Clayton only one exceeded the best local variety, which was by 12 per cent. In each case those hybrids which outyielded local varieties were from experiment station sources rather than from commercial companies."

"The 1935 results do not warrant the recommending of any commercial hybrids at this time, but it is recommended that farmers try to obtain trials in a small way in 1940."

Better Pastures

... in the Quarter, Hay...

New Mercury 8 Town-Sedan

THIS Mercury 8 town-sedan is one of the four body types of the newest car in motordom. It is a big car, with 116-inch wheelbase and measuring more than 18 feet from bumper to bumper. Its V-8 engine develops 55 horsepower. Brakes are hydraulic enabling the driver to slow down or stop quickly with light pedal pressure. The town-sedan is the "flagship of the Mercury fleet." Both seats hold three passengers comfortably. Interior appointments are luxurious. There is an exceptionally large luggage compartment. White sidewall tires are extra.

WHO KNOWS ?

1. What nation has been referred to as the "Colossus of the North?"
2. Why are certain nations referred to as "Latin" Americans?
3. How long has France been in possession of Tunisia?
4. Is the U. S. constructing a large liner?
5. Who is Mrs. Hallie Flanagan?
6. How much is invested in farm mortgages?
7. How old is James Roosevelt?
8. How many Senators have announced for Roosevelt in 1940?
9. What is the relative air forces of Great Britain and Germany?
10. Where is Douglas Corrigan? (See "The Answers" on Page 4)

A TREE

A tree is one of nature's words, a word of peace to man; A word that tells of central strength from whence all things began; A word to preach tranquility to all our restless clan.

Ah, bare must be the shadeless ways, and bleak the paths must be, Or him who, having open eyes, has never learned to see, And so has never learned to love the beauty of a tree.

Who loves a tree, he loves the life that springs in star and cloud, and bleak the paths that lead, and greens the April sod; He loves the Wide Beneficence; his soul takes hold on God.

—From "Arbor and Bird Day Manual for N. C., 1915."

Education is wonderful but what amazes us is the ignorance that persists.

Sweet Potatoes

Martin County Farmers are selling about two solid cars of sweet potatoes a day since the market opened last week. They report having 125,000 bushels of the cured sweets and say the quality is much above the average.

Want Ads!

MAGAZINES — The Ideal Christmas Gift. Call Mrs. E. N. Warren. 31p

FOR CUT FLOWERS — POTTED Plants and Funeral Designs. Call 272-4, Mrs. E. F. Gaynor. 1p

DELICIOUS HOME-BAKED POUND CAKES. Call Mrs. Dora H. Keel, Dial 371-4. 1p

WANTED — Corn and Soy Beans. Lewis & Lang, Bank of Farmville Building. 1p

FOR SALE—Coker's Fullgrain Oats. One year from Coker, Lewis & Lang. 1p

FREE! IF excess acid causes you pains of Stomach, Ulcers, Indigestion, Heartburn, Belching, Bloating, Nausea, Gas Pains, get free Sample, Uds., at City Drug Company. 10wks

We are booking orders for baby chicks. Place your order early so that you can get your chicks when you want them. We represent Approved hatcheries using eggs from blood tested flocks.

DAVIS SUPPLY CO. Purina Feed Headquarters

A Merrie Christmas to all

POTTED PLANTS — TABLE CENTERS — CEMETERY WREATHS —

Christmas Piece Materials For Your Own Use.

CAREFUL ATTENTION GIVEN EVERY ORDER

MRS. E. F. GAYNOR

DIAL 272-6

HOW DO YOU GET SO MUCH WORK DONE? MY NERVES WOULD BE A WRECK

EVER SO OFTEN, LET UP

SPECIAL NOTICE!

Our Stores will be open Christmas Day during regular Sunday Hours.

We will be closed all day on Monday, 26th.

YOUR DRUGGISTS

WHELESS DRUG COMPANY
CITY DRUG COMPANY

FARMVILLE, N. C.

"Say It With Flowers Say It With Ours"

EXPRESS YOUR CHRISTMAS GREETINGS

With your gift of a living, lasting, vivid Poinsettia plant, potted to endure for several weeks.

SELECTION OF SIZES \$1.00-\$3.50

Farmville Flower Shop

PHONE 467-1

PENDER offers a variety of tempting foods for a—

"Joyous Christmas"

Of course, we can't list all of the delicious Christmas Foods to be found at Pender Stores—there just isn't room enough in this ad. But, these items will give an idea of what we have. Prepare your list now and make this the finest Christmas Ever!

Southern Manor Sliced or Halves

Peaches 2 No. 2 Cans **29c**

Libby's Gentle Pressed **Tomato Juice 3** 141-oz. Cans **17c**

Mother's Tasty **Salad Dressing** Pint Jar **15c**

Rosedale Manzanilla **Stuffed Olives** 81-oz. Pail **25c**

Southern Manor Picnic **Asparagus 2** 101-oz. Cans **27c**

Dromedary or Ocean Spray **CRANBERRY SAUCE** 2 17-oz. Cans **23c**

Christmas Nuts New Stock—In Shell

Almonds, lb. **25c**
Brazilis, lb. **19c**
Mized, lb. **19c**
Pecans, lb. **19c**
Walnuts, lb. **23c**

Southern Manor Delicious Fruit **Cocktail 2** Tall Cans **23c**

For Tasty Pies—Southland **Mince Meat, 2 lbs.** **21c**

Large Size—Loose **Selected Eggs, doz.** **29c**

Fancy Buttons **Mushrooms, 4-oz. can** **19c**

Southern Manor **Pineapple, No. 2 can** **19c**

Christmas Candy Delicious New Stock

Chocolate Covered **Cherries, lb. box** **25c**

Assorted **Chocolates, 5-lb. 89c**

Broken Mix Hard **Candy, lb.** **10c**

Southern Manor **TINY GREEN PEAS** 2 No. 2 Cans **27c**

Other Fine Foods for the Holiday

Campbell's **Tomato Soup, 3 No. 1 cans** **25c**

Southern Manor **Fruit Cake, 1-lb. box 43c; 2-lb. tin** **89c**

Double Fresh **D. P. Blend Coffee, 1-lb. pkg.** **21c**

Heinz **Fig Pudding, Small Can** **15c**

Southern Manor **Sliced Peaches, large No. 2 can** **22c**

Double Fresh **Crispy Crackers, 2 1-lb. pkgs.** **27c**

Double Fresh **Triangle Pickles, Quart Jar** **23c**