

**VALUABLE PRIZES OFFERED FISHERMEN BY WESTERN AUTO ASSOCIATE STORES**

Contest Opened May 15th and Will Close Sept. 30; \$4,500.00 in Awards to Be Presented to Fishermen

All over North Carolina "Isaac Waltons" are getting ready their tackle for a try at the awards in the \$4,500.00 fishing contest, sponsored by the Western Auto Stores in cooperation with 245 other Western Auto Stores and 1,500 Associate Stores in 38 states east of Colorado.

The contest which opened on May 15 is free, and open, without obligation, to any fisherman in this state—man, woman, boy or girl. Since each of the 38 states will have its own set of awards, all North Carolina entries will be competing only with other fish caught in this state so that the contest will be between fish of comparable size.

At the close of the contest on September 30, five valuable tackle awards will be made to the fishermen registering the five largest black bass caught in this state. Similar prize awards will be made in all participating states—190 awards in all for the nation's fishermen. The prizes for each state will be made up of selected, highgrade, nationally-known, assorted fishing tackle. First prize will consist of tackle with a list price valuation of \$40.00; second prize, \$30.00; third, \$12.00. In addition a special sportsman's trophy cup will be presented to the fisherman in each state who enters the largest small-mouth bass, whether the fish is a regular prize winner or not.

Free entry blanks with instructions are available at any Western Auto Store.

The "Big Bass" contest is promoted each year by the Western Auto Supply Company to increase public interest in the sport of fishing and to add to the sport the spirit of widespread, friendly competition. In the 1939 contest it was interesting to note that bass of all sizes were reported in the distribution of prizes—all the way from a 15-pound, 2 ounce "whopper" (first prize winner in Florida) to a 2-pound, 4-ounce winner in Illinois.

All fish registered in the contest must be taken from waters open to the public—either lake or stream—fee lakes included.

**MUST REPAY \$4,299 RELIEF**

Jersey City, N. J. — Twenty-four Bayonne relief recipients, charged with fraudulently obtaining relief, were placed on probation for three years and ordered to pay back to the city a total of \$4,299 which they obtained by fraud.

**THE COUNTRY TOWN**

An American country town, where no one is alone.

Where all are friends, where neighbors and kindness prevail, where each is his brother's keeper, where no one is alone.

Where life is simple, where there is kindness and warmth and friendliness for all and from all. Where homes are the abiding places of happy families and into which all are welcomed without distinctions.

Where unselfishness prevails, and affections and thoughtfulness is evidenced each day and hour.

Where Banker Brown is the friend and associate of Drayman Stine, and lends a helping hand when Mr. Stine or little Jimmy Stine is ill.

Where Merchant Smith pats crippled Jerry Murphy's tousled head and hands him a bit of candy or some cookies, which Jerry's widowed mother could not buy.

Where every home is open to Sam Plover, the town barber, and his small son, Willie, while Mrs. Plover languishes in the hospital, that they may not feel alone.

Where there are no class distinctions, no social outcasts, no one without friends. Where no one is alone.

That is the American country town. As near a paradise as this earth can provide.

To be a part of such a community is a privilege. To perform a service for its kindly people is the even greater privilege that comes to the editor of a community newspaper.

He records the arrival of the little Mary Jones and the joy of her parents. He has a mention of her when she enters the first grade in school. He prints a brief story of her parties. He records her name as a graduate from the grade and school and when she enters the high school again, when she goes away to college, and then welcomes her home when her college days are over. He carries in his columns the announcement of her engagement to Sam Cole and a column or more about the wedding and the establishment of her newhome.

He records the comings and goings of the people of the community without distinction as to class or social standing. They are all people of the community, all of equal merit.

His job and his privilege is to protect and promote the interests of such a town and such a people—a job when well done that is worth having.—The News-Herald, Morganton.

Advertising has paid in the past and it will pay today; why try to ignore this vital fact about selling goods?



**VOCATIONAL AGRICULTURAL BUILDING**  
Where the youth of Farmville is taught the intelligent use of the hand and scientific tilling of the soil.

**Good Beef Produced On Southern Grass**

It doesn't require Iowa corn to produce palatable and nutritious beef, says Earl H. Hostetler, professor of animal husbandry at N. C. State College. "Our Southern grass will do just as good a job, if we use good sires in breeding our cattle," he declares.

"Recent research has shown that good beef can be produced from Southern pastures, roughages and cottonseed meal," the animal husbandman says. "With the long growing season and greater stress on improved pastures, the finishing of beef cattle will prove a profitable practice in the Southern States. Added to profit from the sale of beef is the value of plant restored to the pasture land without labor in handling manure."

Prof. Hostetler says that experiments by the North Carolina, and other experiment stations, have shown in certain cases that larger returns are possible from beef cattle that are fed cottonseed cake, or mixture of cottonseed meal and grain, in addition to pasture. Also, by this method the quality of beef is improved and more rapid gains are made, higher prices are secured, and less grain is used than for cattle that are fed to the same degree of finish in a dry lot.

"Cotton belt feeders have proved that cottonseed meal is not only an economical and efficient source of protein, but, in addition, has a productive or fattening value that is important in feeding on grass," the State College man declared.

When farm grains are available, many feeders use a mixture of one part of cottonseed meal and 4 to 6 parts of ground grain for cattle on grass. Pasture conditions and the relative cost of grain determines the proportion of meal and grain fed, as well as the amount of mixture fed to cattle.

**ROLLINS' Cleaners and Dyers**

**Fourteen Years In The Dry Cleaning and Dyeing Business In Farmville.**

"Where Satisfaction is Assured" is the slogan of this popular and progressive Dry Cleaning and Dyeing establishment, which was founded fourteen years ago by Mr. J. LeRoy Rollins, a prominent business man of the city, who has had wide experience in this special field of endeavor, and is in a position to render a service not excelled by any other establishment in this section of the State. All kinds of dry cleaning on ladies, men's and children's garments are done by the plant, as well as professional dyeing. They also have installed a Fur Storage department, and charges for storing are most reasonable. Mr. Rollins has invested thousands of dollars in modern dry cleaning equipment, employs only experienced help, and when you entrust your garments to him to be cleaned, you can rest assured that it will be "DONE RIGHT," and at a price to make your pocketbook "Smile." A fast delivery and pick-up service is rendered to all parts of the city.

**Western Auto Associate Store**

**Large Stock of Auto Accessories, Tires and Parts Carried By This Progressive Concern**

A business that means much to the every day business life of the city is the Western Auto Associate Store, which have over 700 stores throughout the United States—this store being established here by Mr. C. Hubert Joyner, and carries a wide and varied stock of Auto accessories, bicycles, tires, radios, parts, etc. It is one of the largest Auto Accessory firms in the country, and last year sold one million tires, 500,000 batteries, 200,000 radios and four million flash light batteries. Associated with Mr. Joyner in the operation of the store is Mr. Floyd Sutton, who is an expert bicycle repair man. They also carry a complete line of bicycle parts and accessories. You will always find just what you are looking for at this store, and at a price you can afford to pay, and the buying public of Farmville and vicinity are fortunate in having a store of this kind located in their midst, for they have saved thousands of dollars for thrifty people who have traded there.

**Shift Gears Bo and Go**

(By Alex C. D. Noe)

When you can't be quite contented, With the office you have rented, And the days begin to lag and drag along; Then it's time to get the notion, For a visit to the ocean, Or to find a mountain trail or sing a song.

When you get up in the morning, With an inner sneaking warning, That the world has gone to fluey or to pot; Then it's time for you to wander, To the play-ground over yonder, In the land where cares and worries are forgot.

When your folks become disgusted, And your neighbors think you're busted, And you lose the merry twinkle in your eye; Then it's time to be dissecting, Highway maps, or be inspecting Places where they climb or swim or fish or fly.

When you can't resist the feeling, That the universe is reeling, And that you would sell the future for a dime; Get your tent and other plunder, Climb a tree or burrow under, And you'll come back feeling better every time.

**12 BAIL OUT OF PLANE**

Georgetown, Miss.—When the undercarriage was knocked off as a huge transport plane, carrying twelve enlisted men, was preparing to land, the twelve passengers bailed out by parachutes. The plane was brought safely to a pancake landing. One of the men who jumped has not been accounted for.

Jobs often mean little or nothing to those who have them; they mean everything to those needing them.

**ONLY ONE REASON FOR NOT ADVERTISING**

Crossroads Merchant—No, sir, I ain't a goin' to advertise.  
Stranger—Why not?  
Merchant—I tried it once an' it nearly ruined me. People come from miles away an' they bought darn near all the stuff I had.—Pathfinder.

**DAUGHTER WEDS; FATHER DIES**

Monroe, Mich.—A few hours after his daughter was married at his bedside, Dr. Arthur W. Karch, mayor of Monroe, died. When the 56-year-old physician failed to rally after an operation, he insisted that his daughter, Marion, proceed with her plans to marry John McCallister.

**POLE FRACTURES SKULL**

Atlanta.—As Blake J. Crutchfield was walking down Peachtree street, a truck ran into a light pole at the curb and the pole fell upon him, fracturing his skull.

When it comes to the war in Europe, the more you read the less you know.

**Congratulations**  
TO THE  
**Farmville Enterprise**  
ON THEIR 30TH ANNIVERSARY

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**OLD DOMINION PAPER COMPANY**  
75 Commercial Place  
"On The Street That Leads To The Ferries"  
Norfolk, Virginia

CONGRATULATIONS TO  
**THE FARMVILLE ENTERPRISE**  
On The Completion of 30 Successful Years as Publishers

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*Money Saving* **ACCESSORIES**  
for BETTER DRIVING

VISIT THE  
**WESTERN AUTO ASSOCIATE STORE**  
Headquarters for All Kinds of Auto Accessories, Tires, Tubes, Batteries and Parts . . . Tires Guaranteed 12-18 and 24 Months . . .

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SEE AND HEAR THE NEW . . .  
**1940 Trutone Radios**  
With Electric Push-Button Tuning  
— PRICES FROM —  
**\$10.95 to \$78**  
— TERMS TO SUIT —

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**Davis Guaranteed Tires**

EASY PAYMENTS

**As low \$1 Per Week**

EASY PAYMENTS

ALL POPULAR SIZES

**Davis DeLuxe All-Road Type**  
Non-Skid — Safety Tread — Long Mileage — Built by Expert Workmen — Rubber is of Finest Quality!

**Davis DeLuxe Safety-Grip**  
High Speed Type—Extra Long Mileage—Extra Safe For Quicker Stops — Streamline Pattern — Speed and Endurance!

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**Western Flyer Bicycles**  
SINGLE BAR PACEMAKER

Boys! It's a honey. High quality. Safer and more comfortable to ride. Easier pedaling. Improved features. Full-size, life-time frame. New Departure Coaster brake. Troxel saddle and other features. Red finish, white and chrome trim.

**\$25.95 up**

Other "Western Flyers" At Big Savings!  
— TERMS TO SUIT —

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**Western Auto Associate Store**  
FARMVILLE, N. C.

**HAPPY BIRTHDAY TO YOU!**  
CONGRATULATIONS TO THE FARMVILLE ENTERPRISE  
— ON THEIR 30th ANNIVERSARY —

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**Better Cleaning is done by KNOWING . . .**

**FOURTEEN YEARS — of — SUCCESSFUL DRY CLEANING SERVICE TO THE PEOPLE — of — FARMVILLE — and — COMMUNITY!**

**MATERIALS and how to treat them . . .**

There's one method for cleaning closely woven fabrics—another for the loosely woven types. And we've got to know how to handle woolsens, silks, synthetics. Clothes don't "fall apart" in dry cleaning when you know how to clean them—so why take chances? Let us do your dry cleaning and you'll always be satisfied.

● ALL WORK GUARANTEED . . . ● OUR PRICES ARE SURE TO PLEASE!

*Rollins*  
Farmville, N. C.

Phone 367-1