

BROILER GROWERS' GREAT OPPORTUNITY FOR EXPANSION

Dear Broiler Grower:

There has been a lot of confusion lately about the opportunities for expansion in the broiler business. In wartime, there's bound to be confusion of this kind. Let's not let it hide the real fact—that broiler growers today face the greatest opportunity for expansion, for service and for profit in the history of the industry!

It's both patriotic and smart business to take advantage of this situation!

Prices are good . . . Demand for broilers is tremendous and in 1943 may exceed anything we have ever seen! Because of the meat shortage, folks will have to "share the meat" next year, and under rationing will get about 15 pounds less per person than before. To help offset this shortage, Secretary of Agriculture Wickard has called upon poultrymen to produce 200,000,000 EXTRA 3 pound broilers and fryers in 1943—an increase of 19 per cent! . . . And that may be only the beginning. If people are going to get as much meat as they're accustomed to, America may need 2 billion extra pounds of poultry meat next year!

What are you going to do about it? . . . Well, first of all, you want to produce all the broilers or fryers you can with your present housing and equipment . . . Second, if you have the necessary labor, materials and equipment, you may want to expand your business. Lots of good, experienced broiler growers are doing it.

To get capacity production, you'll want to stick closer to a dependable production program than ever before. If you're already following the Purina Broiler Plan, you know what it can do . . . If you aren't, I want to recommend it as the best broiler production program we know how to offer you. The Purina Broiler Program calls for good chicks, good feed, good management and sanitation—all essential to successful broiler operations.

Purina Broiler Chow, fed as recommended, should give you the four things you want most—high livability, fast growth, low cost gains, top market quality. PURINA BROILER CHOW IS BUILT TO DO A REAL WARTIME JOB. Many successful broiler growers following this plan get 95% livability or better . . . produce 3 pound birds in 10 to 12 weeks on about 16 pounds of Broiler Chow.

DAVIS SUPPLY CO.

STATE COLLEGE ANSWERS TIMELY FARM QUESTIONS

QUESTION: When will the point rationing program begin?

ANSWER: Because of the complexity of the task involved, it is now impossible to state the exact time. However, the program will begin as early in February as possible. It will be necessary for every member of the family to secure War Ration Book No. 2. Following the registration date for the new ration book, there will be a freeze period (perhaps about 10 days) during which no point rationed goods can be bought. During this period, merchants will make preparation for the new system by stocking up on supplies and posting the point values of each point rationed commodity.

QUESTION: What is the best type of homemade chick brooder for North Carolina conditions?

ANSWER: There are a number of different types of homemade brooders used on farms in North Carolina, and each type appears to be giving satisfactory results. These homemade brooders are designed for a particular purpose and fill a definite need. When used with this objective in view, they are practical, economical to build, and easy to

operate. The fuel used may be wood, oil, or electricity. Details are found in Extension War Series Bulletin No. 5, "Equipment for Poultry," which may be secured free from the Agricultural Editor, State College, Raleigh.

QUESTION: Are horse and mule clinics being continued this year?

ANSWER: Clinics are being conducted in a number of counties during January and February. The Animal Husbandry Extension office of N. C. State College has arranged these clinics, in cooperation with county agents and local veterinarians. County agents should be contacted by those interested in having their animals treated and to see if one of the clinics is scheduled in the county.

Bulletin Issued On Income Taxes

Uncle Sam's income tax laws will hit many farmers for the first time this year.

To aid growers in filing a return on their 1942 farm income, the Extension Service of N. C. State College, has just issued War Series Extension Bulletin No. 16, "The Farmer's Income Tax." Copies may be obtained without charge upon application to the Agricultural Editor, State College, Raleigh, or from the county agent's office.

The 16-page publication was prepared by R. E. L. Green, associate agricultural economist of the Experiment Station, and H. B. James, farm management specialist of the Extension Service.

The information in the bulletin, presented in question-and-answer style, deals with the usual situation that will be found in making an income tax return.

Designed to clear up questions in the farmer's mind as to who must file a return, when the return must be filed, deductions, exemptions, and others, the publication clears up many of the doubts which have arisen concerning the tax on the 1942 income.

While most of the bulletin deals with filing a Federal return, a portion is also allotted to information on the State income tax return.

Curb Market Sales Establish Record

Marketing surplus farm products placed North Carolina home demonstration club members in the big business class in 1942, as sales on the 55 organized markets topped the half-million dollar mark for the first time.

Mrs. Cornelia C. Morris, Extension economist in food conservation and marketing at N. C. State College, pointed out in a year-end summary that other sales in addition to those on the curb market pushed the 1942 total to \$1,199,656.66.

The home demonstration curb market serves as a retail agency and provides farm women with a direct outlet to nearby consumers for such produce as vegetables, meat, butter, eggs, poultry, milk products, cakes, bread, flowers, and canned goods.

The second type of market for farm women is furnished by merchants, individuals, institutions, hotels, and similar large buyers. Women either sell individually or group themselves together in selling produce to these buyers.

Curb market sales during the year just closed amounted to \$570,848.87,

THE HOME FRONT

(Continued from page 1) vehicles and hundreds of thousands of tons of food, medical supplies and other produce.

Agricultural products, mostly foods, exported under the Lend-Lease program from March 11, 1941, to October 31, 1942, were valued at \$1,147,000,000. These food supplies have been particularly important in helping to sustain the civilian populations and armed forces of the United Kingdom and the Soviet Union and keep them in fighting trim, yet the volume of our food exports has been small by comparison with the amounts we have reserved for our own war services and for American civilians. Our Lend-Lease shipments of processed milk products, during 1942, were only 4 percent of our milk supply, in that period we sent abroad less than one percent of the meats now under voluntary rationing, except pork, of which we shipped 17 percent, and about 12 percent of our total egg production went abroad.

Benefits Not One-Sided. But the benefits of Lend-Lease exchange have not all been in favor of our allies, by any means. Damaged American warships and merchant vessels abroad have been repaired in friendly shipyards. Many of the American contingents sailing to the fighting fronts travel in British ships, and British planes and warships protect our convoys. Supplies and services furnished to American overseas forces include various shipping and supply facilities, food, uniforms, and other quartermaster supplies that can be provided on the spot and so save shipping space.

Materials and labor to build air-dromes for U. S. air forces in Britain and the building of troop cantonments, bases, headquarters and storage facilities have absorbed a good part of the British construction industry. Both Australia and New Zealand are straining their domestic economy to the utmost to supply our forces with food, housing, transportation, wool and cotton uniforms, and other equipment and supplies. Similarly, the fighting French have contributed to our military needs in regions they control.

It is evident, that Lend-Lease has become a major weapon for fighting the war and carrying it to a successful conclusion.

RECORDS

Farmers hung up new records in crop fields last year, the most striking being corn, wheat, and cotton, according to year-end summaries of the U. S. Department of Agriculture.

At least one million ceramic fireplace grates will be manufactured this winter for fuel burners, saving 300,000 tons of cast iron.

SUBSCRIBE TO THE ENTERPRISE

ADMINISTRATOR'S NOTICE

The undersigned, having been appointed and duly qualified as administrator of J. P. Nichols, deceased, all persons having claims against the estate are notified to exhibit the same before said administrator on or before the 4th day of January, 1944, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate, will please make immediate payment.

This Jan. 4th, 1943.
ALFRED J. ELLIS,
J22-6wks-pd. Administrator.

NOTICE

NORTH CAROLINA, Pitt County in the SUPERIOR COURT
PITT COUNTY, PLAINTIFF
—VS—
GLENNIE PRAY AND HUSBAND, CARLOS PRAY.

The defendants, Glennie Pray and Carlos Pray will take notice that an action entitled as above has been commenced in Superior Court of Pitt County, North Carolina to obtain judgment for delinquent taxes; and the said defendants will further take notice that they are required to appear at the office of the Clerk of the Superior Court of said County in the Court House in Greenville, North Carolina, on the first day of February, 1943, and answer or demur to the complaint in said action, or the plaintiff will appeal to the Court for the relief demanded in said complaint.

This January 1st, 1943.
J. F. HARRINGTON,
(J1F-4t) Clerk Superior Court.

A child's laxative you child should LIKE



IT'S FUN TO BE STRAY CAT HOMES WITH SO MUCH READING

THE HOME FRONT

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PENDER

QUALITY FOOD STORES

Flour ^{Triangle Plain or Self Rising, 12-lb} 51¢

High Mark ^{Plain or Self Rising FLOUR, 12-lb bag} 49¢

PENDERS BEST ^{Kitchen Tested Flour, 12-lb Bag} 64¢

Hominy Grits ^{1 1/2-lb Pkg} 9¢

Prune Butter ^{29-oz Jar} 29¢

Tomato Soup ^{Can's 2 10-oz Cans} 11¢

Crackers ^{PREMIUM 1-lb Package} 17¢

Honey Nut ^{1-lb Pkg} 17¢

Sausage Meat ^{Banner 11-oz Can} 17¢

Great Northern ^{BEANS 1-lb Bulk} 9¢

Blackeye Peas ^{1-lb Bulk} 9¢

River Brand Rice ^{12-oz Pkg} 11¢

Juicy Florida Oranges ^{10-lbs} 47¢

Fancy Iceberg Lettuce ^{2 Large Heads} 25¢

Rutabagas ^{3-lbs} 10¢

California Grapes ^{Red Emperor 2-lb} 33¢

New Red Bliss Potatoes ^{8-lbs} 25¢

CAMAY Beauty Soap ^{3 Bars} 20¢

OXYDOL ^{2 Med Pkg} 19¢

Fleecy White ^{Laundry Bleach 1/2-Gal. Bottle} 25¢

Little Boy Blue ^{BLEACH, 2-oz Bottle} 9¢

SO MUCH DEPENDS ON THE RIGHT START

START RIGHT ALL 1-2-3!

BUY OUR CHEK-R-CHIX

Serve both your PURSE and your PATRIOTISM this year by raising a bunch of our genuine CHEK-R-CHIX. They're bred for high egg production, from carefully selected bloodstock flocks, fed a special breeder ration to give the chick plenty of vigor and livability from the very start.

INSIST ON STARTENA

NOW, just the RIGHT feed to FIT the RIGHT chick! The famous Purina Startena, still available, still reliable, still dependable. You need only two pounds per chick to grow 'em into husky, thrifty pullers on the Purina Plan. Many successful poultrymen get as high as 95 percent livability on Startena. Some do even better.

RELY ON CHEK-R-TABS

This year of ALL years protect your investment in good chicks and good feed with GOOD SANITATION! Rely on the only poultry water tablet made to do a triple job—disinfectant, bowel surgicide, fungicide. One tablet to the quart is all it takes. And it costs so little to play safe.

DAVIS SUPPLY CO.

West Wilson Street Farmville, N. C.

NOTICE TO OUR SUBSCRIBERS

The War Production Board has ordered a 10 per cent cut in our newsprint supply with another cut anticipated in the near future.

This order compels us to go on a strictly Paid-in-Advance basis and all subscriptions will be discontinued upon expiration.

The expiration date is printed on the label opposite your name and when this date arrives, names will be removed from our mailing list without notice. Please check the date and renew your subscription in time for your paper to continue to reach you.

If you fail to get your paper, don't blame us, blame the AXIS.

THE FARMVILLE ENTERPRISE

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<input type="checkbox"/> Sports Afield	2.25
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<input type="checkbox"/> The Westerner	2.10
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Better Homes & Gardens 1 Yr.

Household Magazine 1 Yr.

Parents' Magazine 1 Yr.

Progressive Farmer 1 Yr.

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Science & Discovery 1 Yr.

Scribner's 1 Yr.

Silver Screen 1 Yr.

Sports Afield 1 Yr.

The Westerner 1 Yr.

Women's Home Comp. 1 Yr.

Register ALL \$3.00 Value SEVEN ONLY

Home Variety Club

Better Homes & Gardens 1 Yr.

Women's Home Companion 1 Yr.

American Poultry Journal 1 Yr.

Farm Jnl. & Fam's Wife 1 Yr.

Poultry Tribune 1 Yr.

Modern Screen 1 Yr.

Open Road (12 iss., 14 mo.) 1 Yr.

Parents' Magazine 1 Yr.

Progressive Farmer 1 Yr.

Successful Farming 1 Yr.

Science & Discovery 1 Yr.

Scribner's 1 Yr.

Silver Screen 1 Yr.

Sports Afield 1 Yr.

The Westerner 1 Yr.

Women's Home Comp. 1 Yr.

Register ALL \$3.15 Value SEVEN ONLY

COUPON { FILL IN AND MAIL TO THIS NEWSPAPER TODAY

Check magazines listed and enclose with coupon.

Checklist: 1. American Fruit Grower 2. American Girl 3. American Home 4. American Magazine 5. American Poultry Journal 6. Better Cooking 7. Better Homes & Gardens 8. Breeder's Gazette 9. Child Life 10. Christian Herald 11. Click 12. Collier's Weekly 13. Colman's Digest 14. Country Gentleman 15. Etude Music Magazine 16. Fast Digest 17. Farm Jnl. & Fam's Wife 18. Flower Grower 19. Household Magazine 20. Hygiene 21. Liberty (weekly) 22. Look (every other week) 23. Modern Romance 24. Modern Screen 25. Nature (10 iss., 12 mo.) 26. Official Detective Stories 27. Open Road (12 iss., 14 mo.) 28. Outdoors (12 iss., 14 mo.) 29. Parents' Magazine 30. Pathfinder (weekly) 31. Popular Mechanics 32. Progressive Farmer 33. Science & Discovery 34. Scribner's 35. Silver Screen 36. Southern Agriculturist 37. Sports Afield 38. Successful Farming 39. True Story 40. The Westerner 41. Women's Home Comp.

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