

Farmville Enterprise
FARMVILLE, N. C.

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progressive community, lies in our unity of thought and concerted action. We are happy in the effort we have made to bring the business people of our town and their friends living in and out of this community together again and to introduce new friends while telling everybody of the advantages of selling on the Farmville Tobacco Market this season, which now promises added opportunities for everyone to become happier and more prosperous.

On behalf of the Farmville Tobacco Market, we wish to thank the business men, of Farmville, who have taken advantage of this special edition to boost the warehouses here and to tell the world that Farmville is one of the leaders in price averages and volume of sales in the Bright Belt and that Farmville people believe the Farmville market to be the best on earth.

We join with the merchants and tobaccoists in inviting the farmers to attend the opening of the Tobacco market and enjoy its festival-like atmosphere and the usual fanfare accompanying this event, and we want to assure them that we hope the most optimistic farmer in the community will blink in a bit of amazement at the price range.

FRIEND FARMER

The farmer knows that America is definitely going forward, and the sum total of that progress shall be seen in the better way of life the greater number of its people shall enjoy, through their higher standard of living.

Rural electrification has brought light and freedom from the most arduous toil to hundreds of thousands who work the farms for the nation's sustenance. Low priced means of transportation, and more far reaching free schools, libraries and museums, are giving them a well balanced life and making them a thinking people, vitally concerned with every measure taken by the government and by industry.

Such a people as the farmers, whose interests are not only for themselves, but for the nation as a whole, are contributing to that very unity which shall be the most powerful factor in the new era of American progress.

At our invitation the Governor of North Carolina and other officials of the many branches of State and nation, whose time and thoughts are devoted to agriculture and who have their fingers on the pulse of this industry, will speak in the pages of this issue to our farmer friends, and we appeal to you to read these timely messages carefully and often, as they are based on the present world and national situation in regards to matters that effect you primarily.

It would be a splendid idea to preserve this copy of the Enterprise and use it as a source of reference in connection with the warehouse and merchandising firms and for this information in regard to certain phases of agriculture, which will be very helpful in the months to come.

We would like to express our grateful appreciation at this time to Governor Broughton, the State Department of Agriculture, and the U. S. Department of Agriculture for their splendid assistance in giving us timely articles by their specialists, and to Mr. John T. Thorne, one of our own citizens, who is president of the North Carolina Cotton Growers Cooperative Association for the interview, which is being printed in this issue.


This issue was planned first, of course, to bring the advantages offered by warehousemen and merchants of Farmville to the attention of farmers; secondly, to stress the necessity for cooperating fully with the administrator's defense program of Full Speed Ahead, and to give the farmers such information as will be valuable to them in carrying forward their part of this vast program.

FOR BETTER PERMANENTS CALL THE "BUDGET PERMANENT WAVE DEPT." prices \$2.00 and up

Work guaranteed, expert operators, no waiting, comfortable surroundings.

IDEAL BEAUTY SHOPPE
Dial 3502 Evans St.
GREENVILLE, N. C.

Need a Laxative? Take good old




R. A. FIELDS
Secretary Tobacco Board of Trade and Sales Supervisor on the Farmville Tobacco Market

Looking Ahead Characterizes Officials' Policy

The policy of looking ahead has characterized the administration of the present Mayor, George W. Davis, and the town board, which is composed of Dr. W. M. Willis, J. W. Joyner, R. O. Lang, J. M. Stansall and R. LeRoy Rollins.

Mayor Davis is serving his third term, a period of marked advancement and several of the board members have been rendering faithful and efficient service to the town for ten years and more. The efforts of City Clerk, R. A. Joyner, and W. A. McAdams, Superintendent of the Water and Light Department, have contributed in large measure to the success of the municipal undertakings for more than 20 years.

This looking-ahead policy has marked a new era for the town and represents the major factor in its progress. The achievements of the administration for the past few years have been a triumph of ambitious thought and coordination with Federal forces in the successful culmination of various civic projects, which have provided the town with a recreational center and improvements so vast as to almost be unbelievable, the span of years has been so short. Paramount in these opportunities for advancement, which town authorities foresaw and grasped, was the provision of employment for hundreds of jobless men and women during these years.

The meritorious progress, written in the history of Farmville under

Mayor Davis and the board of City Fathers, together with the cooperation of the town employees, has affected many activities here and been radiated over the entire town.

PARAMOUNT TO CELEBRATE MARKET OPENING BY SHOW BEGINNING 10 THAT DAY

The management of the Paramount Theatre has announced that the opening of the Farmville Tobacco Market on Tuesday, August 26, will be celebrated by the showing of a new Gene Autry picture, *Sunset in Wyoming*, beginning at 10:00 in the morning and continuing through the day and until 11 at night.

ADMINISTRATORS NOTICE
Having qualified as administrator of the estate of R. L. Jefferson, deceased, late of Pitt County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Fountain, N. C., on or before the 25th day of July, 1942, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.
This the 18th day of July, 1941.
H. D. JEFFERSON, Administrator
Estate R. L. Jefferson.
John Hill Paylor, Atty. J25-6c

EXECUTOR'S NOTICE
Having qualified as executor of the estate of E. Y. Beardsley, deceased, late of Pitt County, 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 August 1942, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.
This the 14th day of August 1941.
W. E. FULFORD, Executor
of E. Y. Beardsley
John Hill Paylor, Atty. A-15-6c

WOMEN helped by 2 ways



Popular 61 years



— WE PUT —

OUR STAMP OF APPROVAL

ON THE


FARMVILLE TOBACCO MARKET

AND URGE OUR FARMER FRIENDS TO SELL THEIR TOBACCO AND COTTON HERE

WE take this opportunity to express our appreciation for the business you have given us in the past 37 years, and to assure you of the pleasure we have had in our business relations. We are looking forward to continuing this pleasant relationship for many more years.

J. H. HARRIS
GENERAL MERCHANT

ARCHIE'S
THE POPULAR FILLING STATION



Drive Out — Enjoy
YOUR FAVORITE DRINK AND TUNE
While Your Car Is Expertly Serviced

- SERVICE WITH A SMILE •
- ESSO PRODUCTS —
- ARCHIE HINSON, Operator
- DANCING — • — COCA-COLAS FROZEN!

They're New! They're Here!
They're The Clothes You Want To Wear!
That First Crisp Fall Day!

COATS, DRESSES, SUITS, HATS
For The Entire Family

Attractively Priced

— AT —
K. CANNON'S
Main Street Farmville, N. C.

READY-WILLING — ABLE — TO SERVE
Anything On Wheels
Tank, Truck, Trailer, Family Car.



WE HAVE THE EQUIPMENT AND SKILL — and —
CHARGE ONLY A REASONABLE PRICE

CORRETT'S GARAGE
Main Street Farmville, N. C.

Welcome Tobacco Farmers

GREATER SAVINGS **PENDER** QUALITY FOODS
Quality Food Stores

Make This Store Your Headquarters While You Are In Town — Check These Values!

TOMATOES	NEW PACK 4 No. 2 Cans	29c
FAT BACK	DRY, SALT — lb.	11c
VEGETOLE	SHORTENING 16 - lb. Tin	\$2.45
SHORTENING	Bulk 2 lbs.	27c
SALAD DRESSING	Mother's—Qt. Jar	27c
RELISH SPREAD	Mother's—Qt. Jar	27c
HONEY NUT OLEO	2 lbs.	25c
EVAPORATED MILK	Colonial 4 Tall Cans	29c
PORK and BEANS	Phillips or Gibbs 6 10-oz. Cans	25c
VIRGINIA MAID PEANUT BUTTER	Quart Jar	23c
CHEESE	American Pound	25c
SALMON	PINK 2 Tall Cans	31c
FLOUR	12-lb. Bag	43c
	24-lb. Bag	83c
	48-lb. Bag	\$1.03
	98-lb. Bag	\$3.10

BEST COOKING **PURE LARD**
2 pounds 23c
25-lb. Tin \$3.25

DOUBLE-FRESH GOLDEN BLEND **COFFEE**
2 pounds 33c
3-lb. Bag 49c

UNITY OF EFFORT
The editors again welcome the opportunity to celebrate the occasion of the opening of the market with another issue devoted to the promoting the market of the Farmville Tobacco Market to the whole world. There are more than sixty firms and business men represented in this issue of 1,000 copies, which will be mailed to every address we can get. We are sure that the response will be