Goodwill Supper Held By Local Businessmen; Many Guests Present

extended a hardy welcome to the was a guest of C. W. Blackwood, one

visitors and requested them to make of his distributors. Mr. Joseph told

FARMVILLE SWELLS WITH

Farmville grew from 2,056 peo-

ple in 1930 to 2,980 this year, a

here recently by Area Manager, E.

The Chamber of Commerce is

very anxious to have at least 20 of

the people here, whom the census

taker failed to contact, to call

John B. Lewis' office, 2576 at

once, so that Farmville's popula-

briefly of the life of a circus man,

George W. Davis, president, M.

Lindsay, vice president, W. R. Willis,

executive secretary, and S. A. Gar-

though everyone knew that it would

take much time and cooperation to

see the effects. After almost two

years of fine cooperation and much

time is headed by T. E. Joyner, pres-

The idea and purpose behind the

organization has been to bring about

a better cooperation between the

people living in and near Farmville;

to secure for the merchants and bus-

iness men of Farmville the patron-

age of all the people in Farmville

and as many as possible of those

living within 10 miles of Farmville;

to encourage the new construction

of homes and commercial houses: to

encourage and invite the location

of new business enterprises in

Farmville; and to protect at all times

Among some of its outstanding

accomplishments was the retention

of the railroad express service, the

retention of the East Carolina Rail-

road which was about to be aban-

doned, and the securing of a bakery

for Farmville. Other industries have

been contacted and effort made to

secure larger payrolls for Farm-

Perhaps the greatest single and

continuing service thus far render-

ed is the solicitation of funds and

the sponsoring of the annual adver-

tising campaign of the Farmville To-

bacco Market and the Town of Farm-

Building and Loan

Officers Invite You

One of the Oldest and

Livest Institutions In

Farmville Is A Neigh-

ciation is in the new home of THE

borhood Activity

To New Ouarters

ville as a trading center.

ness enterprises of Farmville.

tion will total 3,000.

Goodwill Supper Held by Business Men Here; Chamber of Commerce and Merchant's Association Meet

On Tuesday night, the Chamber of Commerce and Merchants Association gave a Good-Will barbecue at the Farmville Country Club House to more than 100 persons, the chief purpose of which was to introduce B. D. Baker, owner and manager of the new bakery located in Farmville, and to the bread retailers of Farmville and the surrounding community. There were several guests was ably supplied by Herman Joseph present from Fountain, Pinetops, of Goldsboro, who for 22 years was Macclesfield, Walstonburg, Snow Hill a feature clown for Ringling Bros. and Maury. Representatives from and Barnum and Bailey Circus. For each of these towns had a favorable the past five years he has been locomment on the supper and the co- cated in North Carolina as repreoperation that they always enjoy in sentataive of the El Moro Cigar Co. Farmville. George W. Davis, Mayor, of Greensboro, North Carolina. He

Farmville their home. Mr. T. E. Joyner, as president of explaining the pleasures and hardthe organization, presided in a cred- ships of the funny man in the circus. itable fashion, explaining the purpose He cracked several funny jokes and of the meeting and introducing B. D. sang his witty songs in a manner Bak , who expressed his apprecia- that took the company back to their tion for the way he had been received boyhood circus days of fun. He was in Farmville and his intentions of well received and appeared to have making his bakery an asset to Farm- delightfully entertained the group.

organization was made by John B. was organized in July, 1938 with a German army spearhead has en-Lewis, executive secretary, who commented as follows:

Since last September 1st, Mrs. H. C. Register and I have tried to serve the merchants and business interest of Farmville as best we could; I am certain that there is still much room for improvement, and I hope that more improvement will be made

as time goes along; "One thing that we have tried to do through the bulletin and through continuous advertisement is to get the people of Farmville and the surrounding communities to trade with the local merchants and business men; pointing out advantages to be gained by trading at home;

1-It helps to build up the local

2-It saves you the risk of traveling on a dangerous highway;

3-It helps your neighbors and your friends to build a better busi-

4-It gives you a better right to expect and ask for local trade for your own business;

5-It helps to build confidence, business and a better town for your

own home and family. Don't think for a minute that the

little sales do not help; they do. If you are traveling for a long distance the interest of the people and busibe sure to fill your tank with gas before you leave and use only so much on the road as is necessary to

If you desire some wearing apparel that our merchants do not carry, try and see if someone here can't order it for you; don't try to fool yourself by thinking you can get something cheaper elsewhere, for you usually get about what you pay for: then, too, why not trade with the man who pays the taxes, light bills, and other expenses that makes the wheels of business turn in your own town: why go some other place and place your money into their town

A few of the services we render: 1-A weekly bulletin gives you accurate and current information as to the transfer for real and personal property in both Pitt and Green

2-This bulletin also carries information of people moving into Farmville and their new place of residence; also the information of removals within the Town of Farm-

3-For your membership in the loeal merchants association, you have membership in the State Merchant's Association with all of its far flung services, including a monthly magazine with timely and instructive articles on phases of business activities and law affecting merchants of

Farmville Building and Loan Asso-North Carolina. 4-Also for your membership you receive an average of three credit many more as you wish for the ex- tion takes the opportunity of form- channel communications, pense of securing same. You should ally opening these at the same time use this service more freely.

factior of knowing that you are co- ing, May 29, from 8:00 to 11:00 tions between 550,000 allied troops Thorne and Mr. Monk secured submerchants of your town in their effort to build the town; to bring new you a cordial welcome to visit the South. business to Farmville, and to ad- B. & L. headquarters at this and "There is a gap between the two Well named was the first little vance ideas that will help to im- at any other time to discuss the armies," a British spokesman admitprove those already here. You have starting of a thrift account or a loan. ted. "The allied situation on the news in black and which, took on city airs and the present colors, gold and white. a board that meets once each month, Whether you are a borrowing or a Western front is extremely grave." | Mr. and Mrs. Wednesday evening at the Country reside and problems of the business progress of this community if you If the United States is really wor nifying a bold undertaking, energy of THE ENTERPRISE, was moved Joyner, Mr. and Mrs. W. Lealing hosts. The games were close and

TO ENGAGE FOR

Action Called A Miracle of Reorganization Engage Germans In See-Saw Battle

Paris, May 23.—The French armies, effecting what foreign military gain of 45 per cent., according to experts called a "miracle of reorganpreliminary census figures released ization", fought today with new fury to reunite their northern and central armies and shut off the long, sharp spearhead which the Germans have driven through northern France to

> Pocketed with their British and Belgian allies, the central French army using tanks, planes, motorized units and artillery, engaged the Germans in a bitter see-saw battle between Cambrai and Valenciennes, 25

> The battle jockeyed back and forth along the Scheldt river with temporary advantages for both sides. At one point the French, a military spokesman said, fought their way down to the outskirts of Cambrai, territory from which they had pushed earlier in the week.

Berlin, May 23 .- Authorized German sources, although declining to affirm or deny deports that the German armies have taken Boulogne, French seaport on the English channel, added: "it is quite probable." Boulogne is on the lower end of the Strait of Dover, 26 miles by sea from The Farmville Chamber of Com- Folkestone, England. It is some 45 A report of the activities of the merce and Merchants Association miles northwest of Abbeville, which

the German southern spearhead has ris, treasurer. There was much en- been groping for Boulogne, while thusiasm for the organization, the drive of the main German columns to divide and destroy allied armies in northern France and Belgium has produced other evidence of an imminent assault on England herhard work, the merchants and busi- self.

"The real battle is constantly beness men now fully realize what a good active Chamber of Commerce ing brought closer to Britain," said and Merchants Association can do DNB. official news agency, " but befor them. The organization at this fore it can begin the pocket in the north of France and the Belgian ident, John B. Lewis, executive sec- coastal area must be completely ocretary, Mrs. Hubert C. Register, accupied by German troops.

tive searctary, and S. A. Garris "In view of the strong forces entreasurer and has forty-seven mem- circled here it will not be done without heavy fighting."

Great Britain Fearful of Invasion Through Ireland; British Soldiers in Paris Declared to Be Embarking

The fall of Abbeville, 12 miles from the English channel to German shock troops blasting their way through to the coast, was announced today by Prime Minister Winston develop the business, cultural and ed-Churchill. "This country is in fearful dan-

ger," declared Alfred Duff Cooper, British minister of information. Heavy fighting is raging around

implications of a serious character," and W. A. Pollard as members and French reports yesterday said the were imable to secure. Germans had been "chased out" of

Abbeville, but once again the Nazi onslaught has broken through to the was made general manager and the lee, deputy leader in the House of Alexander Rouse, who was connected

Possibly a preparation for this arrival July 1, 1911. heralded next blow in Hitler's "total war" scheme, power-diving bombers

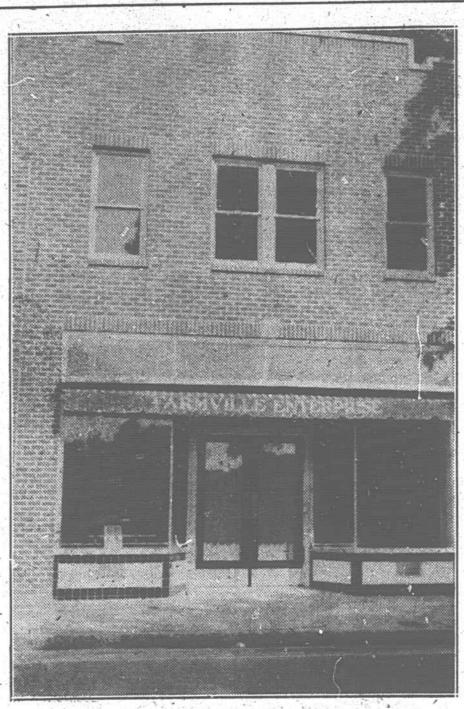
5—Then, too, you have the satis- 30th Anniversary, Wednesday even- channel ports imperilled communica- a two horse gas-line motor. Mr.

belong to this neighborhood organi- ried over its gold hoard, we will be and invention in practical affairs. to Wilson street on the site of the Smith, Mr. and Mrs. R. S. Scott, the entire club became very inter-I glad to take it over.

Good Morning!

We wish to extend our best wishes and present this copy of The Farmville Enterprise to you on the occasion of our Thirtieth Annihersary

May You be Happy too on our Birthday



NEW HOME OF THE ROUSE PRINTERY AND "THE FARMVILLE ENTERPRISE"

Also Headquarters of The Farmville Building and Loan Association.

THE FARMVILLE ENTERPRISE HAS HAD THREE DECADES OF PROGRESS sail hangs over the deak and a friend broadside "The Type Speaks" is on

tion and New Office Be Formally Opened Wednesday

In the late winter of 1910, a little group of progressive business men of Farmville, interested in the stimpossibility of starting a newspaper ucational life of the town and com-

Thus in glancing backwards for three decades, one finds the contribution of printing to Farmville's pro-Boulogne, France, on the channel, gress made in May of that year through the organization of a stock results of this coastal fighting may Co., with A. C. Monk, John T. Thorne, be, but it evidently carries with it R. L. and John R. Davis, G. A. Jones, probably others, whose names we

Mr. Thorne Manager At this meeting John T. Thorne members having heard of a promis-Simultaneously Clement R. Att- ing young editor and printer, George Commons, disclosed that the govern- with the Snow Hill Publishing Co., ments of both Britain and Ireland decided to secure him for the posi-

Paper Well Named A small frame building, on the ENTERPRISE, and this organiza- and German speed boats smashed at site of the present Post Office, was rented and equipment installed. This ing ads for the first edition.

sheet that brought the neighborhood

In 1912 Mr. Rouse leased the plant and following expiration of the he Babcock printing press, with ularity in this section and as a man lease, purchased the machinery and inks, tools, lock up materials and oth- familiar with activities in educationgoodwill of the stock company. He er press accessories nearby. The all circles. Superintendent J. H. of Farmville, interested in the stimulation of business and industry, began to think about and discuss the gan to think about and discuss the quality paper and clear legible type shop can be commended just now for the late Mr. and Mrs. Jim Parker, here to disseminate knowledge and and expanding the job printing facilities, bending every effort towards beer newly painted. Adequate and lard, son of Mr. and Mrs. J. O. Polkeeping the printing standards high. After some years the owner, man-

ager, editor, printer, machinist etc. etc. reached the point where sufficient help could be employed to give him time for proper management of the business. The work is now hand-"It is too early to say what the company, The Enterprise Publishing led systematically, instructions chartcustomer on his first order and on every order thereafter. News of the good craftsmanship

of the Rouse Printery has gotten around and a great deal of miscellaneous job work, circulars, business stationery and tobacco warehouse printing is done here for firms in nearby towns.

Office Personnel The Rouse Printery is one of the

small four-person-shops, the force were apprehensively "alive to the tion of editor. This young man was consisting of Mrs . Eva Horton possibilities" of an invasion through under a yearly contract, however, Shackleford, associate editor, who and so the first editor was Byron has been with the paper for the past well for the past 28 years. Miss Mary guests. A German break-through in the consisting of a Simplex newspaper Friar Rouse, daughter of the owner, Jack Wardlaw and his Rolling THE ENTERPRISE celebbrates its fierce fighting for control of English press and an 8x12 job press, run by assists in special jobs, and Miss Dor- Rhythm orchestra furnished the is Rouse, daughter of T. B. Rouse, music for the affair, which was in- club Golf Tournament of the past operates the stitcher during the sum- formal. Dancing began at ten and week, which aroused much enthusimer months. Charles F. Carroll, of continued until two o'clock. New Home

Company. For a time it was operated in the R. A. Parker Motor Co. building, later in the Lang offices and in the brick building, now occupied by the ABC store on Wilson street. The plant was next moved into one of the A. C. Monk stores on Main street, where it remained for a period of twelve years. Following a fire in a grocery store

next door, in March of this year, in which considerable damage was done the machinery and stock by the vaporized smoke of the composition roof, Mr. Rouse purchased the two story brick building on North Main street from J. W. Holmes and the plant was moved into its own new home

And so THE ENTERPRISE for three decades has brought world events and local news of the rich man, the poor man, beggar man, thief, doctor, lawyer, merchant and chief to the citizens of Farmville each week, and brings today news it has been working for 30 years to bring-news of its thirtieth birthday, and of the birthday party to be held on Wednesday evening; May 29, from eight to eleven o'clock.

Come Right In

evening to take part in the Open House celebration, they will see one way, Miss Margaret Lewis and Miss of the best arranged small printing Elizabeth Elliott will be given in establishments in the State, and one of which they as citizens of the town, may feel proud.

As you enter the front door you find sitting at the desk-on the left 26, at eight o'clock by the Rev. D. A. the owner and editor and the Build- Clarke pastor of the Farmville ing Loan secretary-treasurer, both in Methodist Church. the same energetic, industrious and level headed business man. This side of the front office belongs to the Farmville Building and Loan Association and will be formally opened at this time, Additional equipment of the Building and Loan Association is a safe and filing cabinets and other properties. A picture of Benjamin high school glee club, of which the Franklin hangs over the desk and a framed broadside "Sayings From Poor Richard's Almanack" is near-

On the right as you enter the front office is the desk of the associate editor. Mrs. Shackleford. Filing cabinets and typewriter table are against the walls, and President Franklin D. Roosevelt's photograph occupies a prominent position on this side. The picture of a ship under full

eral manager, Mr. Rouse, with great to the printery proper. Here every gram is being anticipated by patrons Observe Birthday with enthusiasm set himself to the task available space is used to advantage; of the school on this occasion. Open House Celebra- of building the goodwill of the com- the four automatic and open job munity for the paper, developing the presses, designed to meet require- exercises, will take place on Friday plant in its usefulness to the com- ments of any job, are arranged in a night, May 31, with State Superin-Building and Loan to mercial printing field and meeting row; there are several type and gal- tendent Clyde A. Erwin as the printhe needs of the business people here. ley cabinets, six imposing stones, cipal speaker. Dr. Erwin is well work tables, a stitcher, perforator, punching machine, cardboard cabinet, newspaper file, electric cutter, and main speaker on account of his popan immaculate appearance, having will be valedictorian, and Bill Polproperly placed lights prove the lard, will be salutatorian. statement that these represent mon-

> ey well invested. racks, and a small enclosed space, Tyson. where sawing of the metal is done. An elevator in the back, cut off by P. E. Jones, chairman of the school a glass partition, is used to carry pa- board; the seventh grade certificates per stock and other supplies to the will be presented by J. I. Morgan, second floor for storage.

> ing room (with a fan ventilator to L. Barrett, and other prizes for outtake fumes outside), where used me- standing achievements, will be pretal is melted and refined about twice sented by John B. Lewis, newly a month.

Mayfair Dance Is

As emphasized by Churchill, the Ford, who remained with the paper hineteen years; Thomas Bodie Rouse, Club, held here on Thursday evening Mr. and Mrs. B. O. Taylor, Mr. and threat of a Nazi invasion was appar- for seven months. Zachary Brought- brother of the owner, who is foreman, in the gym, was one of the most de- Mrs. L. T. Pierce, Mr. and Mrs. R. The new headquarters of The ently becoming hourly more grave. on took over the job until Mr. Rouse's linetype operator and pressman, and lightful social events of the Spring H. Knott, Mr. and Mrs. J. Y. Monk, has been in the employ of the shop season. Two hundred and fifty in- Mr. and Mrs. T. C. Turnage, Mr. and for the past ten years; Charles J. B. vitations were issued to out-of-town Mrs. W. E. Joyner and Mr. and Mrs. Gayle, proof reader and printer, who friends and members of the senior B. O. Turnage. has served the plant faithfully and class and their dates were special

to be congratulated upon their artis- of Senator Lonnie Pierce, by a score When Farmville's business section tic and elaborate use of the club of 40 to 28.

Upon assuming his new duties storage warehouse of the Turnage Mrg. Louise Harris, Mr. and Mrs. ested toward the close of the match.

Rev. D. A. Clarke to Deliver Baccalaureate Sermon; State Supt. Erwin to Address Largest Graduation Class in School's History Monday Evening

With examinations behind them at last, the teachers and students of the high school are turning their entire attention to events of the week end and of next week, which will mark the close of the first nine months term taught here since 1931, and one which will go on record as being the most successful in the history of the school, due in great measure to the increased educational and recreational facilities. Another new record in graduates will be made too, as there are forty-six students in the senior class.

The Home Economic girls under the direction of their teacher, Miss Verona Lee Joyner, presented a lovely and creditable Fashion Show on Wednesday afternoon of this week. The Primary Operetta, under the direction of Miss Annie When guests call on Wednesday Perkins, Miss Mildred Vann, Miss Margaret Hester, Mrs. W. B. Carra-Perkins Hall tonight, Friday, at

> eight o'clock. The baccalaureate sermon will be delivered on Sunday evening, May Clarks, recognized as an outstanding Bible student, well informed as to current events in the nation and world and deeply interested in youth, will doubtless bring a message of great inspiration to the young graduates, and make a fine contribution to the finals program. The school and community is justly proud, will sing at this time with Mrs. Haywood Smith as accompan-

On Tuesday evening at eight o'clock the piano pupils of Mrs. Haywood Smith and Mrs. C. W. Rogers will present a recital program of musical masterpieces in

Perkins Hall. The senior play, "June In January" will be given at eight o'clock Thursday evening, 30th, under the direction of Miss Eilen Lyles, The cast is reported to be well chosen A French door in the panelled and and trained in their roles, and a de-The Rouse Printery to as editor, with A. C. Monk as gen- Florentine glass partition opens in- lightful innovation in the finals pro-

> The closing event, the graduation known here and will be cordially received, having been chosen as the

Marshals have been chosen as follows: Juniors-Dorothy Lewis, Ruth In the back is the typesetting Parker, Boots Thomas; Sophomores room, which is equipped with an In- __John Parker, Alice Harper Parktertype machine, a proof press, a er, Cornelia Knott; Freshman-Lois layatory, conveniently placed, galley Jones, Marie Gregory, Annie Ruth

Diplomas will be presented by Da Sr.; the P. T. A. prize will be de-Off from the elevator is the smelt- livered by the president, Mrs. Claude

elected member of the school board. Billy Burke, Mr. and Mrs. L. E. Walston, Mr. and Mrs. J. O. Pollard, Mr. Brillian Affair and Mrs. H. H. Bradham, Sr., of Rocky Mount, Dr. and Mrs. W. M. The May Dance of the Mayfair Willis, Dr. and Mrs. Paul E. Jones,

LOCAL GOLFERS IN MATCH

Match games of the men's Interasm and interest, came to a close

The Victor's Dinner was held of mouth, THE ENTERPRISE, sig- tion, the frame building, the cradle John H. Moore, Mr. and Mrs. J. W. Club with Senator Pierce's team as