

Progressive Business Firms of Macclesfield and Crisp Bid For a Share of Your Patronage

CENTRAL MARKET MACCLESFIELD, N. C.

A stranger's attention was drawn to an attractive and sanitary grocery and market in Macclesfield today, which happened to be the Sanitary Market, owned and operated by Mr. E. P. Abrams, a progressive young merchant of the town, who established his business just 15 months ago, and by leaps and bounds the store has rapidly come to the front, and today enjoys a high class patronage, second to none, in the town of Macclesfield.

You will observe in abundance—the minute you walk in this nice store—staple and fancy groceries of all kinds, fresh meats, country produce, fresh fruits and vegetables and other nice food products. They also sell all kinds of cold drinks and serve the best ice cream in the city in cones, cups, etc.

In a small way, with little cash, but with a willing and ambitious heart, Mr. Abrams started out in the business world for himself, and by able assistance of his brother, young Mr. Jodie Abrams, who is a very efficient grocery clerk, and by giving full dollar for dollar value, along with selling nothing but the highest grade food products, he has more than made good, and the Farmville Enterprise compliments him on the splendid success made, and for the ideal manner in which his store is operated.

He has invested thousands of dollars in up-to-date store fixtures, including a modern and up-to-date food counter, where all fresh meats and other perishables go the minute they enter the store and remain there until sold, assuring every patron of getting pure, sanitary meats at all times. He buys beef cattle, fresh meats, eggs, country produce from the farmers of his home county, and re-sells in the store at a close margin of profit. We know of no better store in town to trade with than the Central Market. So, if you want the best pure food products at money-saving prices, trade with Mr. E. P. Abrams, who owns and operates the Central Market, and you'll always be pleased and satisfied, and will save many dollars on your food bill. This is a home-owned store, and all money you spend there stays right in circulation in this community. adv.

Eagles & Lovelace CRISP, N. C.

This is the main cog in the wheel of industry in Crisp, and affords employment for many home community people, who earn a livelihood for themselves and families, and in turn spend their earnings with home business firms, keeping the cash in circulation in the community, and the people who have building and repairing to do, should be loyal to their home industries and give them the first opportunity to serve.

This progressive plant was established many years ago by Mr. B. F. Eagles and Mr. E. Y. Lovelace, two prominent business men of the community, who have done much for the upbuilding of their home county, and are well-known throughout the territory as straight forward citizens, who take a personal interest in every patron and do the very best for every one of them. This concern are manufacturers of rough and dressed lumber of all descriptions, both kiln and air dried, and will cut it to any size desired by the patron. They are also cotton ginners, have large gins installed in the county, where they have invested thousands of dollars in new and modern machinery, which turns out a neat and compact bale, and not like the old style gins turn out. They are buyers of cotton seed in large quantities and sell high grade fertilizer for all crops, and carry a stock right here in Crisp, and can supply any quantity at any time. They also sell dependable building materials, and there is certainly no need for home people going away to other towns to buy anything in lumber, building material, etc., when they can get their supply right here at home from a loyal home concern, which has rendered an efficient service and dependable material for years and years.

With lumber cheaper than ever, with building material at a low price, and with labor cheap and plentiful, and with ideal weather, such as we are now having, we know of no better time to do that building and repairing that you have been planning to do—so get in touch with Mr. Lovelace, and let him quote you prices and give you an estimate on what the job will cost you. He has had long experience in this field and can figure the job for you without causing you to buy more material than necessary, and will try to save you as much as possible on your building.

This is a modern and up-to-date plant in every respect, and if you have logs or timber to sell, they will be glad to come out, look it over and make you a price for same.

Trade with Eagles & Lovelace in Crisp, who have merited the patronage of home people. adv.

PEEPLER & WEBB General Merchandise MACCLESFIELD, N. C.

This is one of Macclesfield's newest stores, and was established here 12 months ago by Mr. G. W. Peeples and Mr. C. P. Webb. Mr. Webb formerly was connected with the R. L. Corbett Company of Macclesfield, as bookkeeper, and Mr. Peeples came to our town from Wilson, where he was employed as salesman for an automobile firm of that city. Other employees of the store are Mr. Joe Bridges, Salesman, and Mr. Vincent Batts, bookkeeper, they all cooperate 100 per cent in the operation of the store, and it is no wonder the store has made such a wonderful success in this short duration of 12 months in business here.

You will find at this store staple and fancy groceries, country cured meats and produce, dry goods, shoes for every member of the family, feed seed, hardware, harness, men's work clothing and furnishings and all kinds of farm tools and farm machinery, including the famous Avery farm implements, the famous Fayton and Tiger Planters, and the new Holland Planter, which is a new invention in this line. Once you use a Holland, you'll never use any other kind, as it sets out all plants regular and even, and is really a time-saver for the farmer. Drop in and let these people demonstrate this new Holland planter to you, which they will gladly do without any obligation to buy—but after you see it demonstrated, it is a sure bet that you will purchase one or more. They also sell the complete line of Planters, Weill's and SCOCO fertilizers for all crops, and carry a stock right here in Macclesfield, and can furnish you with any amount without delay.

The farmers are the backbone of the country, and they must have proper seed, feed and fertilizer, farm tools and machinery to make a successful crop, and the Peeples & Webb Store right here in Macclesfield carries all these necessities and at prices that are most pleasing.

Trade at home with home stores. Remember these young men have ventured into business here and carry a stock for the convenience of home people as well as to make a livelihood for themselves and families. They bank at home, pay taxes, help in the support of home schools, churches, etc., and have merited the patronage of home people, so be loyal to your neighbors, trade with the ones who trade with you, keep home money in circulation at home, the one and only way to have and keep prosperity at home. adv.

MARTIN DRUG CO. MACCLESFIELD, N. C.

This store was first operated by Dr. Mitchell and Dr. Walden, later by Mr. Pete Harris and R. L. Corbett, later by C. P. Webb, known then as the Webb Drug Store, later by Mr. Earl Brown, known then as the Brown Drug Store, and eight months ago was taken over by Mr. J. W. Martin, a registered, graduate pharmacist, who is assisted by Mr. Cecil Webb in the operation of the store, and the two form a business team that is "hard to beat". Mr. Martin, a registered pharmacist, personally fills all prescriptions entrusted to the store just as they are written by your doctor, and at a price the most humble individual can afford to pay.

This nice store is modern and up-to-date, comfortable and roomy booths are installed, where one may go and enjoy a refreshing drink, mixed by Mr. Webb, a soda expert, who knows how to make good drinks, amidst the most sanitary surroundings.

This store carries a complete line of drugs, patent medicines, sundries, rubber goods, toilet preparations, candies, all kinds of cigarettes and tobaccos, and a complete line of popular magazines and newspapers. Your home druggist merits your support, as no community is a safe place to live without a reliable drug store, for they stay on the job all during the day, many hours at night, and in some instances have as much as \$25 invested in just one bottle of a certain drug, which is probably used only once a year, but is forced to carry same never knowing when the occasion will arise for its use.

The Martin Drug Co. is in business for your health, and carries a stock for the convenience of the home people, don't go away from home to buy drug necessities, when you have a loyal home town store like this one right in your midst—for in order to keep his doors open for business, he must have the patronage of home people, and we know of no man more worthy of your patronage than Mr. J. W. Martin, who appreciates all trade, whether you come in for a box of matches or to buy a truckload.

Trade with the Martin Drug Co. in Macclesfield, and keep home money in circulation at home. adv.

The trouble with people who can't spell is their letters. adv.

J. E. EAGLES & CO. CRISP, N. C.

For a store, located in a small community, the J. E. Eagles Store in Crisp deserves prominent mention in this Trade At Home Edition, for it is among the few independent stores that have "stemmed the tide" against strong competition, and kept its doors open for business. This pioneer old store was founded about 75 years ago, and has been operated continuously by a member of the Eagles family ever since. Today, the store is owned and operated by young Mr. J. E. Eagles, a great grandson of one of the original founders, and he is carrying on in the same efficient manner, that his kin did before him, and his every aim is to please and satisfy every patron, to carry dependable goods only, and to sell at "live and let live" prices. You will find in this store everything in dry goods, men's work clothing and furnishings, shoes for every member of the family, staple and fancy groceries, hardware, farm tools and supplies, feed, seed, fresh meats, kept in a pure and sanitary condition by an all electric food counter, country cured meats and produce, and are agents for high grade fertilizers. Mr. Eagles is also a dealer in cotton on a large scale, and during the season, buys hundreds of bales from the farmers of his community, as well as buying all kinds of country produce from home farmers, who know that they can carry their products there at anytime and sell them to Mr. Eagles at a fair price. Mr. Eagles, the proprietor is a splendid young business man, who cooperates on all progressive movements made that lead to the general uplift of his home section, and does the very best for every patron of his store, his many courtesies and favors, that is extended to the people of his home section is greatly appreciated. People in his territory should trade with this pioneer old store, for Mr. Eagles has his money invested in a stock for the convenience of home people, as well as to make a livelihood for himself and family. He buys his merchandise in a way that affords him to meet any cash price offered by the stores of the larger towns, and if you will trade there regularly, you'll save many dollars on your bills. Trade with the J. E. Eagles & Co. store in Crisp, a loyal home store, that has rendered a faithful and efficient service to the people of Crisp and vicinity for the past 75 years, and where you always receive a fair and square deal. adv.

J. T. WINSTEAD General Merchandise Postmaster MACCLESFIELD, N. C.

Mr. J. T. Winstead, a pioneer resident of Macclesfield has been Postmaster of this town for twenty years, and the post office is located in the rear of his large mercantile establishment, which he has operated in the past 30 years. You will find at Mr. Winstead's store, general merchandise of all descriptions, groceries, country produce, etc., and as Mr. Winstead is a firm believer in trade at home live at home, he buys all possible country products raised by the farmers of his home section, which are sold at a small profit in his store.

Mr. Winstead came to Macclesfield from Wilson county thirty years ago and established this business, which has been located in the same building as when it first started. He enjoys a nice patronage from people all over the trade territory, and as he is a buyer in large quantities, he is able to meet the prices offered by the large chain stores of the country. Mr. Winstead has been a member of the school board of the county for the past twenty years, and has done much for the better education of the young boys and girls of the community. As Postmaster, he has served in a most efficient manner, always being on the job and lending his assistance to all when in need along this line.

The Post Office is located in the rear of the store, and there is one rural route out of this office that serves 350 patrons, carried by one mail carrier in a fast automobile, who covers the territory daily on schedule time.

As we are urging in this edition for the people to trade with home stores, we know of no store more worthy of patronage than this one, for Mr. Winstead is public-spirited in every way, cooperates with other merchants on progressive movements made that lead to the general uplift of the town and county, and carries a large stock of merchandise that people will find to be high grade in every respect.

We are pleased to list J. T. Winstead with the other Macclesfield merchants who have cooperated in this trade at home drive, and wish years of continued success and prosperity for him and his store. adv.

Paid in advance subscribers are the people who keep a newspaper going and coming.

Advertising Conceded As Business Sparkplug

IT CAN BE DONE BE
THE BEST OF WHAT
EVER YOU ARE

We all dream of great deeds and high positions, away from the pettiness and humdrum of ordinary life. Yet success is not occupying a lofty place or doing conspicuous work; it is being the best that is in you. Rattling around in too big a job is much worse than filling a small one to overflowing. Dream, aspire by all means; but do not ruin the life you must lead by dreaming pipe-dreams of the one you would like to lead. Make the most of what you have and are. Perhaps your trivial, immediate task is one sure way of proving your mettle. Do the thing near at hand, and great things will come to your hand to be done.

If you can't be a pine on the top of the hill
Be a scrub in the valley—but be
The best little scrub by the side of the hill;
Be a bush if you can't be a tree.

If you can't be a bush be a bit of grass
And some highway some happier make;
If you can't be a muskie then just be a bass—
But the liveliest bass in the lake.

We can't all be captains, we've got to be crew,
There's something for all of us here.
There's big work to do and there's lesser to do
And the task we must do is the near.

If you can't be a highway then just be a trail,
If you can't be the sun be a star;
It isn't by size that you win or you fall—
Be the best of whatever you are!

ROSE'S 5c, 10c and 25c STORE

The Farmville ROSE'S STORE was remodeled several months ago, modernized, expanded to include double floor space and filled to the brim with select goods of almost every conceivable kind at unbelievable low prices.

The local branch was the 28th of the 103 ROSE'S STORES to be opened, and has received the hearty support and patronage of the entire community since being established. This is a city like store in size, appearance and stock.

W. H. Fisher, the present manager of the local store in Farmville has, during the three years he has served here, built up for himself a reputation by his honest and fair dealing, which is a great asset to the business.

WILLIAMS' GROCERY AND MARKET

WILLIAMS' GROCERY is well-known as one of the leading stores in Farmville. It is a food center, where townspeople and those of the community go to select the best in foods.

This is one of the groceries of the town furnishing delivery service for their customers, thus contributing to their convenience and winning a larger patronage each year.

Frank Williams, owner and manager, states the new Birds' Eye Frosted Food line just put in by him is rapidly appealing to those desiring choice meats, seafood, vegetables and all kinds of foods.

PITT COUNTY INSURANCE AGENCY

This agency places all kinds of insurance, life, fire, accident, compensation, plate glass, storm, hail, explosion, steam boiler, liability and auto.

See J. W. Joyner, the friendly manager, for advice on any problem connected with insurance, especially at this time you should drop in and see him about your growing crops.

TRAIN CREW SAVES 11

Gettysburg, Pa.—The crew of a freight train saw fire burning in the first floor of a two-story farm house, occupied by eleven people—John Staley, 75, his son-in-law and daughter, Mr. and Mrs. Milton Sits and their eight children. The engineer of the train, G. A. Bragan, stopped the train and sounded the whistle until the house was totally destroyed. The house was fully destroyed.

MOTHER TIPS OFF POLICE

Buffalo.—Tipped off by a mother that four youths, one of them her son, were on their way to hold up a gasoline station, detectives arrested the boys, recovered a stolen automobile, a loaded revolver and several imitation pistols. The mother begged police to arrest her boy "before he goes to the chair for killing some one."

DIVORCED AFTER 5 YEARS

Reno, Nev.—O. M. White recently won a divorce from Mrs. Ada White, of Kern County, California, after nearly fifty-two years of married life. He charged cruelty. The Whites have four grown children.

"Seems like advertisers can be split into two groups.
"In one pile put the companies who pack a lot of pride and interest and gusto into their promotion activities. They're the ones who get a real run for the money.
"In the other pile go the companies who do some sort of advertising 'because competitors do,' or because 'just because.' These fellows aren't really sold on advertising; they don't want to be sold. They go at it half-heartedly, and get short rations in return.
"Dollars alone won't bring advertising success. (Granted some tips help like the devil.) Brains help, too. Such ingredients as a good product, an alert sales organization, advertising consistency are all important. But still another essential is needed. Call it gumption. Or better still—just plain OOMPH. The more we think about it, the more convinced we become that OOMPH is what shoves an advertising program across the goal line.
"OOMPH is needed to shell out important money for advertising, and make it produce . . . to buy enough space to make a dent, and keep on buying it . . . to sweat out persuasive, stimulating copy . . . and then top it all off with a flow of enthusiasm that permeates the whole organization and makes advertising the sparkplug of a business.
"Put your finger on a company that is doing an enthusiastic advertising job and it's an easy 3-to-1 bet that company is on its toes, going places. Then look at one of those indifferent, 'wonder if it really pays' kind of advertisers and the chances are pretty good the company is coasting nowhere in particular.
"All of which prompts us to burst forth with a great and thundering and time-proven truth: more money is wasted by undesized, uninspired advertising effort than was ever dissipated by spending too much. The well-known OOMPH is what it takes to make an advertising investment pay dividends.—Electrical World.

BUILDING AND LOAN ASSOCIATION

One of the principal factors in the development of Farmville and an institution holding a paramount position in the community, teaching the people as it does the constructive lesson of thrift and protecting them against loss, is the Building & Loan Association here, organized in 1914, of which W. A. McAdams is president and G. A. Rouse secretary and treasurer.

A live Association, with the interest of the people at heart, the local institution vitally and keenly effects the lives and fortunes of this community, being of utmost value to its moral stimulus and development, for whether a lowly cottage or stately mansion, "There's no place like home." And there is no more praiseworthy undertaking than the building of a home for "The home is the nation's strength and God's abiding place."

Do away with a lot of red tape by securing your loan from a home organization, managed by people who know you by name and not by No. ? ? ?

With assets now above \$150,000.00 The Farmville Building and Loan Association, which is a member of the Federal Home Loan Bank system, is amply able to take care of every building or saving need of the city.

HURLS DOG INTO RIVER

Los Angeles, Calif.—Armando Dulcit, 21, almost joined his puppy, Wimpie, in the Los Angeles River, 115 feet below the bridge, when a crowd, angered because Dulcit had thrown the dog into the river, threatened to throw him from the bridge too. Police arrived in time to arrest Dulcit and rescue the dog, who had been only slightly hurt in its fall.

NOT SO LUCKY

Cleveland.—After placing a 10-cent "polity" wager with Horale Health, 41, on No. 435, his automobile license number, Patrolman John Univary arrested Health on charge of promoting a scheme of chance. Later the patrolman learned that No. 485 had won and paid off at 600 to 1. Ungvary was out \$60 and Health lost too, \$50 and costs.

OPENS AREA TO SPORTS

Washington.—A bout 8,500 acres of submarginal land in the Department of Agriculture's 141 land utilization projects will be opened, free to the public, for hunting, fishing and trapping. There are such projects in every state excepting Massachusetts, Vermont and New Jersey.

FLIES PLANE AT 81

San Diego, Cal.—Although he is 81, William Clarke, a retired pharmacist, is learning to fly an airplane. George Hight, his instructor, said a test and physical examination were all that separated Clarke from a private pilot's license.

50 FRACTURES IN 15 YEARS

London.—Eric Tench, 15, a victim of a form of rickets which manifests itself by brittle bones, has had more than fifty fractures in his life. He has been in and out of hospitals ever since he was born.

HOME OF MODERN MOTOR SERVICE
A. J. and C. N. Melton, Proprietors
Located at 109 South Walnut Street, Farmville, N. C.

FOR THE BEST in

- BARBECUE
- BRUNSWICK STEW
- CHOICE WESTERN STEAKS

—: EAT AT :—

BONNIE'S PLACE

WILSON STREET FARMVILLE, N. C.

VOTE FOR

Sam O. Worthington

Candidate For Re-Election

HOUSE OF REPRESENTATIVES

The only Candidate who has served in the House. Give him a second term.

YOUR VOTE APPRECIATED

I Am A Candidate For The House of Representatives

Pledged to represent ALL OF THE PEOPLE fairly and honestly, to the best of my ability. I will appreciate your vote and support.

J. W. H. ROBERTS

VOTE FOR

J. NOAH WILLIAMS

FOR RE-ELECTION

COUNTY COMMISSIONER

(First District—Greenville Township)

YOUR VOTE and SUPPORT WILL BE

HIGHLY APPRECIATED.

CONGRATULATIONS

To The
FARMVILLE ENTERPRISE
On their 30th Anniversary

High Grade

FUEL OIL

— For —

- HOMES
- MACHINERY
- TOBACCO CURERS

Briley Oil Co.

FARMVILLE, N. C.

J. B. Briley, Proprietor