

Salute to the Firms Whose Concerted Support of Tobacco Market is Evident

Merchants Plan Weeks Ahead For This Event And Thru the Columns of The Enterprise They Offer Special Values

The progress of any town is the fruit of its labor. Farmville is a great town, a progressive town, and one by which many others of the good State of North Carolina set their standards. From Farmville paved roads wind out in every direction, trains and buses whiz through, the smoke from various plants curls into clouds as constantly it goes on—ward building more homes, more plants, more stores, more everything that is indicative of the progress of a town.

As a very concrete evidence of the progress of Farmville is the tobacco edition which the Farmville business men send out just prior to the market opening in a concerted effort to bring the Farmville Tobacco Market, its achievement and progress, before the people, and to give notice of special values which they have as market opening specials.

For weeks the merchants here have been planning this event and their stores are full of lovely new fall goods, practical merchandise of every sort and of dependable quality at prices that will astonish their customers, prices far under their actual value.

The weeks pass quickly, the summer is about spent, the harvest nearly over and with the first chill breezes and falling leaves come the thoughts of fall improvements for the home, the farm and the family wardrobes.

Farmville merchants have anticipated these desires for improvements at this season and are requesting that farmers and citizens read their advertisements in this issue, and make first selections from their large stocks of featured prices, which thrifty buyers cannot afford to overlook.

Family wardrobes can be fitted out smartly with well tailored suits, coats, dresses, hats and shoes at the general and department stores, homes can be modernized with new furnishings, pantry and farm supplies can be purchased at real savings, the old car may be repaired or a new one purchased, the gas tank filled, your insurance premiums paid, beauty service enjoyed, prescriptions refilled, clothes cleaned, etc., etc., etc.

Every firm in town can fill some individual need.

Farmville merchants, many of whom have been in business here 30 years or more and the firms so well established during recent years, all join in assurance that buyers may trade here with complete confidence at any time, but that new satisfaction at exceptional values will mark their fall business.

Firms cooperating in presenting the tobacco market to the public in this special edition, and cheerfully giving their support to the warehousemen in their endeavor to reach a majority of their customers and prospects with a special message just prior to the opening are listed below.

In return for their interest evidenced in this way, the editor wishes to urge that the individual advertisements of these firms be read carefully and that they be given special consideration in the matter of patronage.

The list of advertisers who made this issue of The Farmville Enterprise a reality and supported the effort to get news of the Tobacco Market Opening and the facilities of the Market before the eyes of 5,000 people in Eastern North Carolina, is as follows:

The Bank of Farmville, B. & W. Chevrolet Co., Belk-Tyler, Bonnie's Cafe, Briley Oil Co., Hadley Bryan's Service Station, Bulluck's Shoe Repair Shop.

Carr's Grocery, Nassif Carmon, Centre Hardware Co., Chamber of Commerce and Merchants Association, City Drug Co., Colonial Ice Co., Commercial Insurance Co.

Eason Brothers Service Center, Farmville Adv. Service, Farmville Blacksmith and Machine Shop, Farmville Funeral Home, Farmville Furniture Co., Farmville Implement Co., Farmville Laundry & Cleaners, Farmville Oil & Fertilizer Co., Farmville Retail Lumber Yard.

J. H. Harris & Son, Knott's Warehouse.

R. O. Lang, Lewis & Lang, M. Liles, Royster Agent, Lottie's Beauty Shop.

Miselle Electric Co., Modlin's Market and Produce Co., Monk's Warehouses, Moore's Service Station, D. R. Morgan's Jewelry Store.

The "97" Shop.

Paramount Theatre, R. A. Parker Motor Co., Pecan Grove Dairy, Pender's, Pitt County Insurance Agency, Pollard Auto Co.

Rollins' Cleaners & Dyers, Rose's 5-10-25c Store.

N. Thomas, Town of Farmville, The Tunnage Company, Vogue Beauty Salon, Western Auto Associate Store, Wholesale Drug Co., Williams Grocery & Market.

Farmville Wakes Up For Marketing Season

Farmville lapsed back into its summer lethargy as usual this year when the farmer folks no longer had time to drive into town except on brief errands; the gantry and vacationists went to the beach and mountains and only the forces necessary to keep shop were at their posts. But for the past two weeks the pulse of the business center has been quickened, as new stocks of goods arrived in the business district and tobacco town underwent its annual "face-lifting," in preparation for the market opening and when Tuesday comes the sleepy little town will be transformed into a wide awake, thriving business center, crowded with people of every description and rank, who rush around to the accompaniment of thundering tobacco trucks.

MARKETING (Continued from page 1)

Market is the spirit evidenced by the business men of the town, who recognize their relationship in the business of buying and selling and are interested, not only in sales, dividends, profits and losses, but in the betterment of the market facilities and in the progress of the community in which they live.

The Tobacco Market in Farmville is a factor which presents both opportunities and obligations to the business men here, who are its promoters, as well as supporters, and take every opportunity to give active expression to their chief interests—the continual development of the market and the highest type of service to customers.

SMALL GRAINS

All wheat, oats, and barley should be treated with cereasan before planting to prevent some of the more serious diseases affecting the crops, says Dr. S. G. Lohman, plant pathologist of the N. C. Agricultural Experiment Station at State College.

SWEET POTATOES

The exceptionally large sweet potato crop in prospect calls for increased facilities for properly grading, curing, and storing the crop to prevent a market glut and food losses.

"SLAP THE JAPS WITH SCRAP"

To Our Farmer Friends

We Appreciate Your Loyalty to Our Store and Our Town in the Past Years! To the Best of Our Ability We Have and Always Do Intend to Cooperate With You!

THIS YEAR WILL BE A BANNER YEAR AT OUR TOBACCO WAREHOUSES



SELL YOUR TOBACCO IN FARMVILLE



We extend a welcome to you to visit our store and see the new Fall Merchandise which we have just recently put on display.

At **BELK-TYLER'S** You will get friendly, courteous service and you will marvel at the values you will find in every department. We carry a complete line of dry goods and clothing for the entire family.

BELK-TYLER COMPANY

— "FARMVILLE'S SHOPPING CENTER" —

Ready For the 1943 Season Opening Tuesday, Aug. 24



FARMVILLE



"Steadiest Market In The State"

AN ALL DAY SALE IN 2 WAREHOUSES EVERY DAY

- FARMVILLE'S WAREHOUSES SET UP WITH TWO FIRMS, EACH OPERATING TWO LARGE •
- WAREHOUSES, ENABLES THE FARMERS TO KNOW ABSOLUTELY WHERE AND WHEN •
- SALES ARE TO BE CONDUCTED EVERY DAY — THERE'S NO GUESSING! •

Knott's Warehouse No. 1 and Monk's Warehouse No. 1

Will Have FIRST SALES Opening Day!

— Warehouses No. 2 Will Have First Sales Next Day! —

4 Large Warehouses! — 2 Sets of Experienced Buyers!



FARMERS...

Make every market-day BOND DAY!



For our fighting men, for our country's future and freedom we must meet and BEAT our county War Bond quota and keep on doing it.

Pick up your War Bonds and Stamps on your second stop in town... right after you've sold your tobacco, poultry, stock or grain. No investment is too small and no investment is too large... the important thing is to BUY every time you SELL!

Sell Your Tobacco This Season In FARMVILLE!

For Top Market Prices On All Grades!